



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker

Exit Profile

FY2013

1st Qtr. (OCT~DEC 2012)



Prepared by: QMark Research

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Background & Methodology

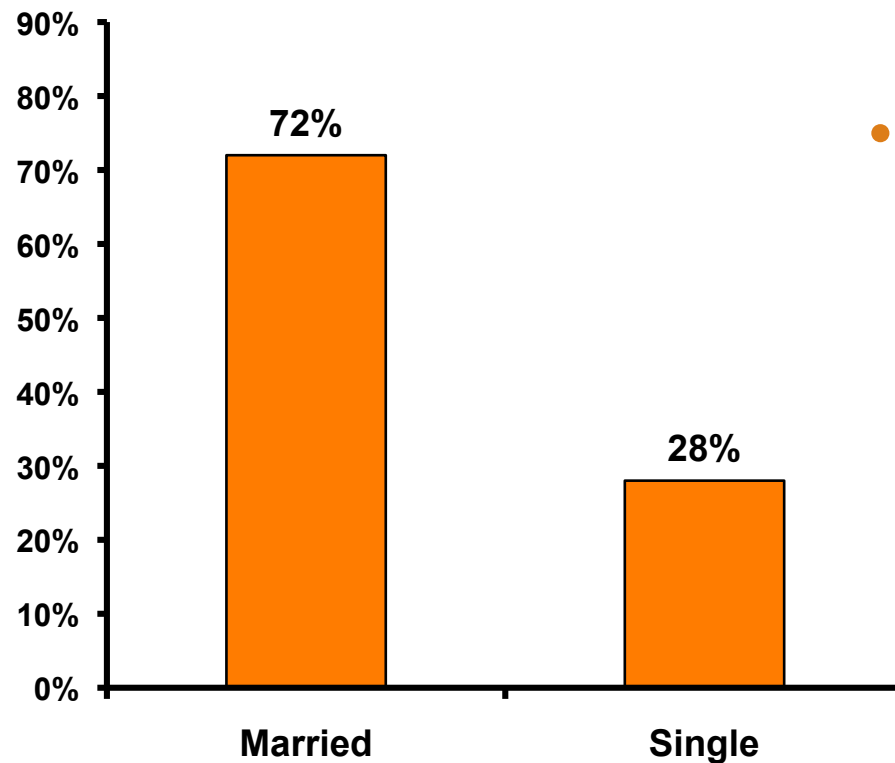
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Hong Kong visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **150** is +/- 8.00 percentage points with a 95% confidence level. That is, if all Hong Kong visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 8.00 percentage points.

Objectives

- To monitor the effectiveness of the Hong Kong seasonal campaigns in attracting Hong Kong visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Hong Kong marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

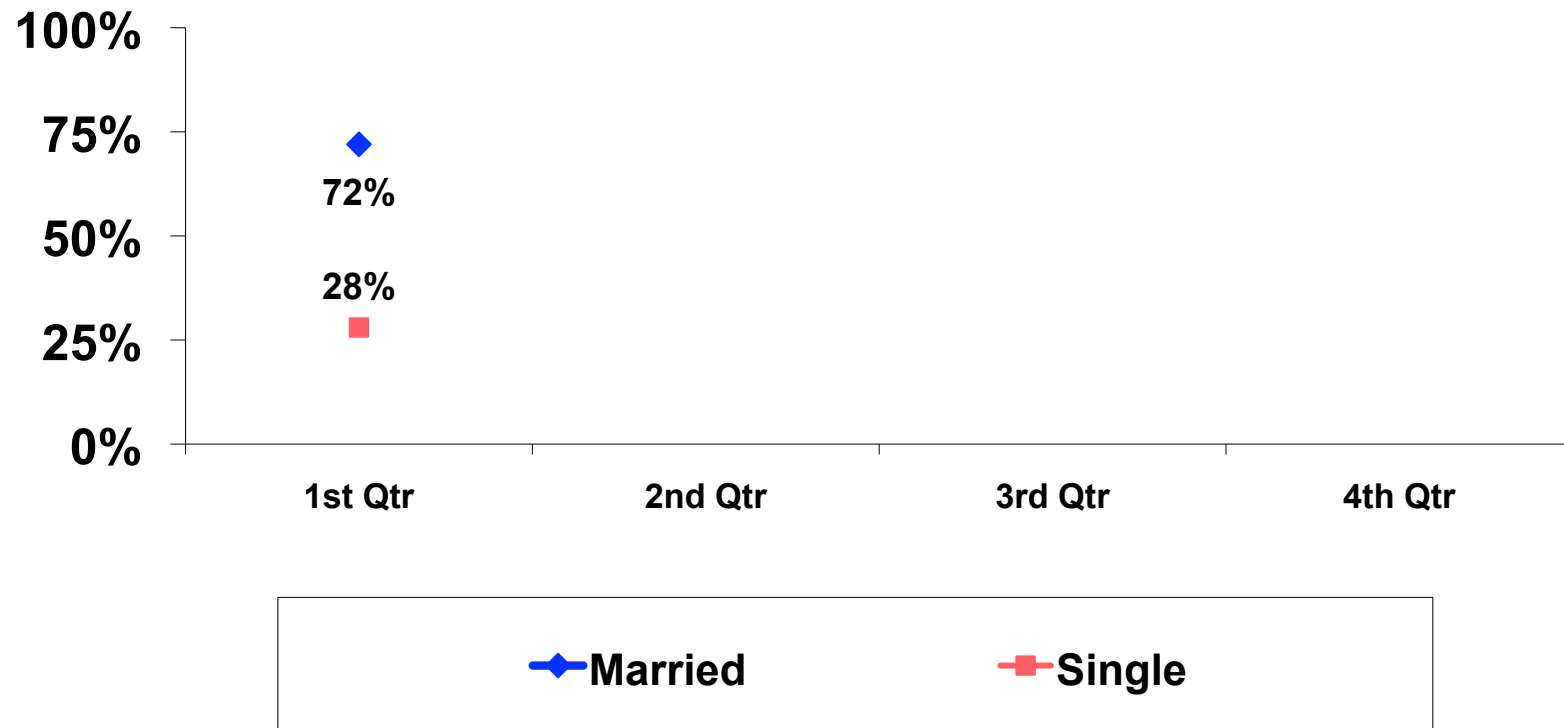
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

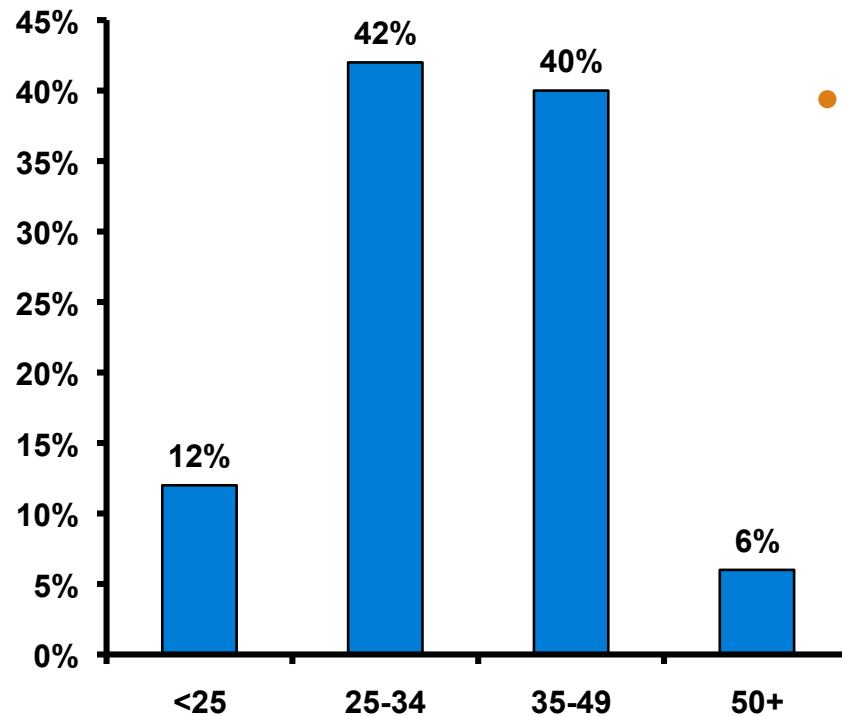


- Majority of visitors are married.

Marital Status

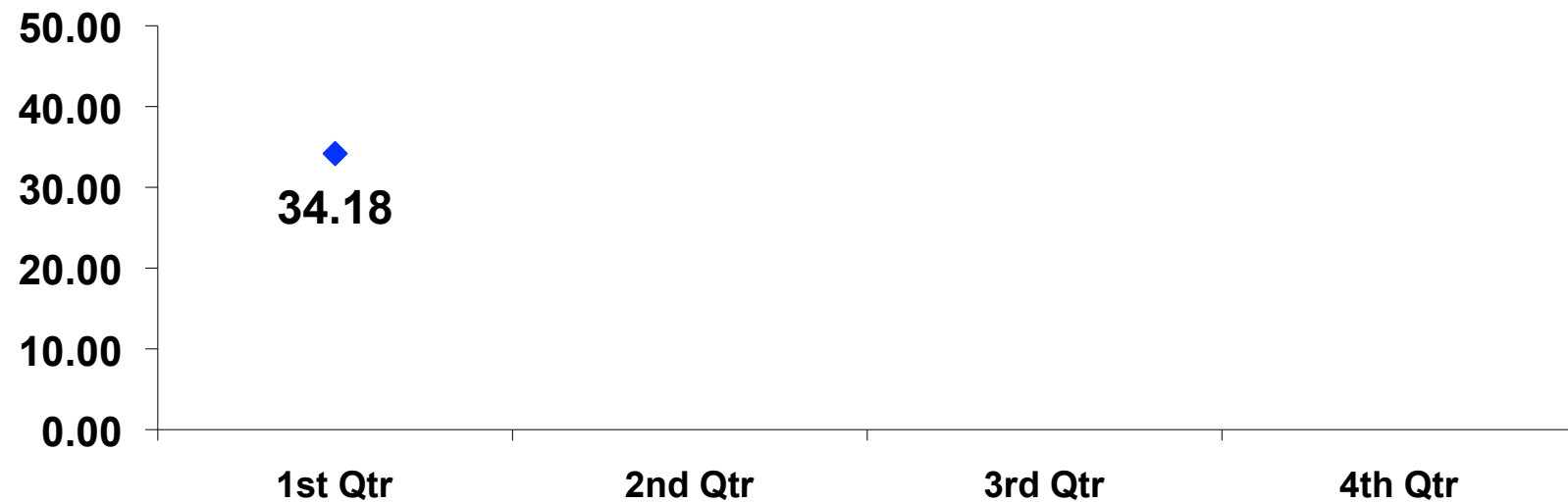


Age - Overall

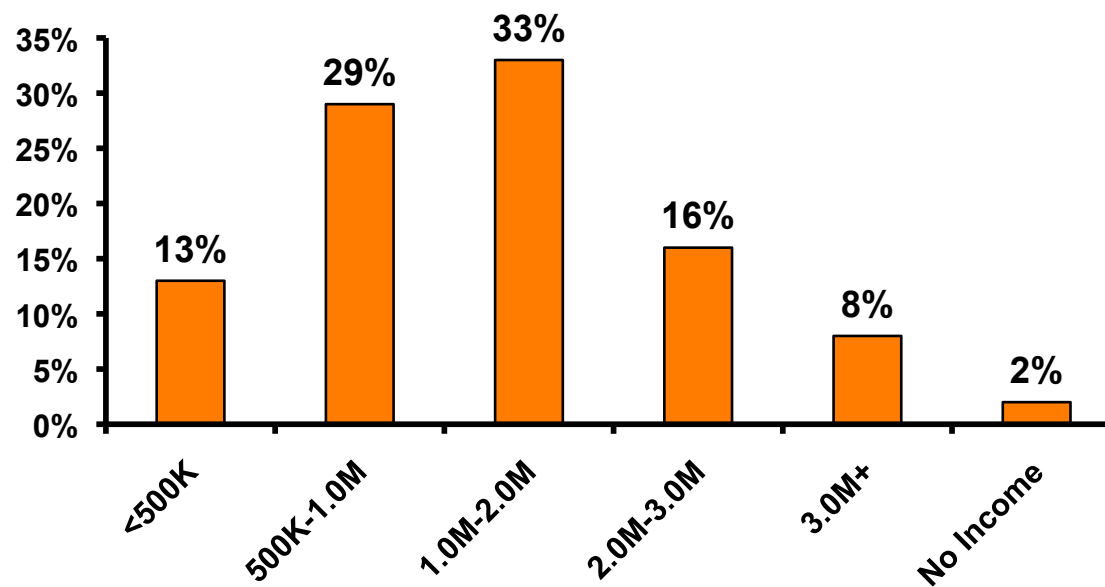


- The average age of the respondents is 34.18 years of age.

Average - Age

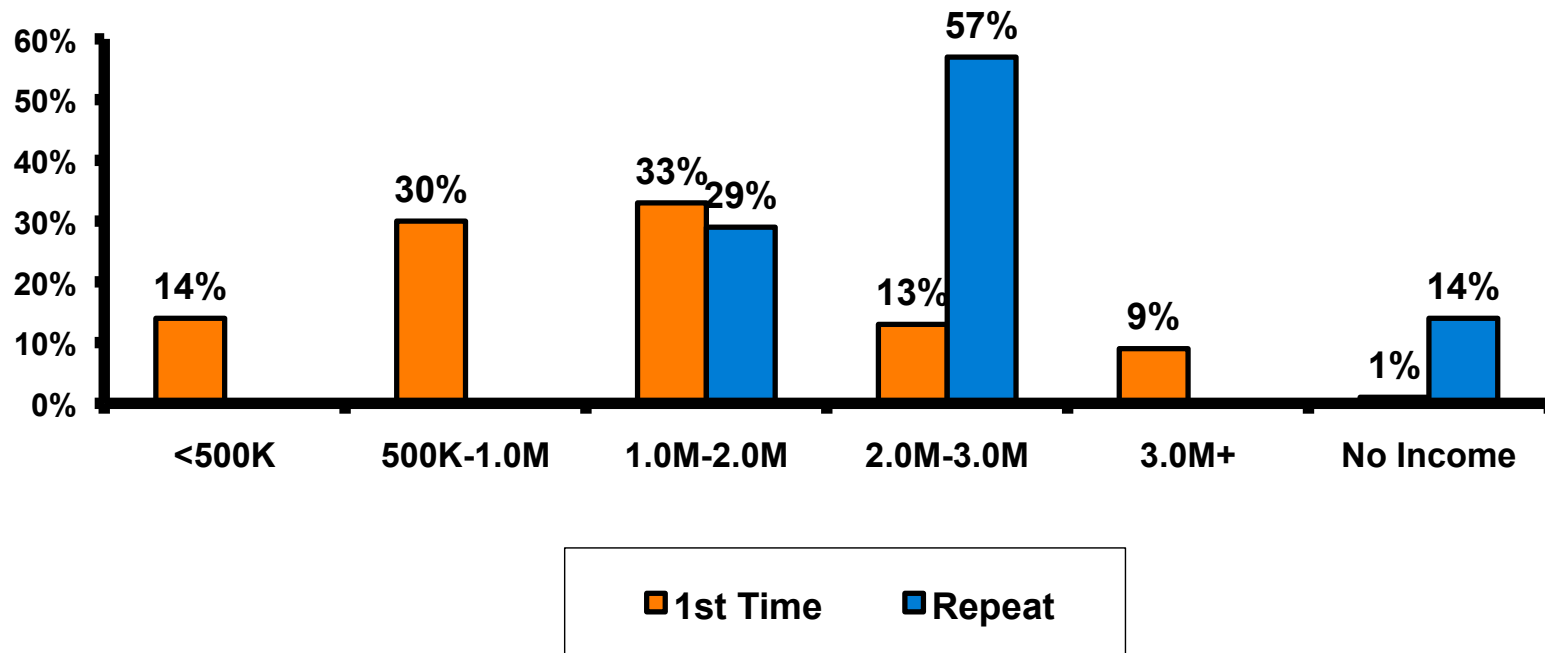


Personal Income



- HKD7.7502=\$1

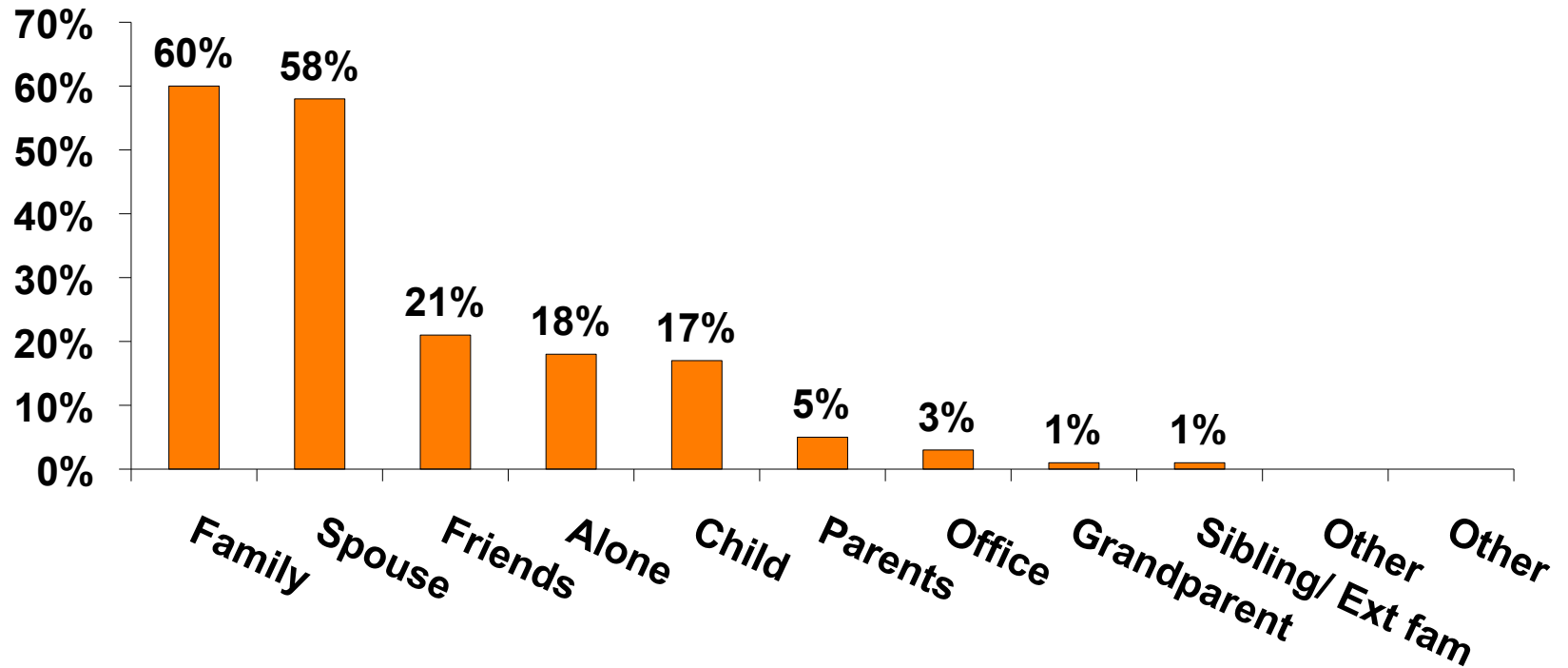
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	HKD120K-HKD240K	Count	2	1	1	1	1		
		Column N %	2%	2%	2%	10%	2%		
	HKD240K-HKD500K	Count	11	4	7		5	6	
		Column N %	11%	7%	15%		12%	15%	
	HKD500K-HKD1.0M	Count	29	15	14	3	13	13	
		Column N %	29%	28%	30%	30%	31%	33%	
	HKD1.0M-HKD2.0M	Count	33	19	14	2	16	13	2
		Column N %	33%	35%	30%	20%	38%	33%	25%
	HKD2.0M-HKD3.0M	Count	16	10	6	3	4	3	5
		Column N %	16%	19%	13%	30%	10%	8%	63%
	HKD3.0M+	Count	8	5	3		2	4	1
		Column N %	8%	9%	6%		5%	10%	13%
	No Income	Count	2		2	1	1		
		Column N %	2%		4%	10%	2%		
	Total	Count	101	54	47	10	42	39	8

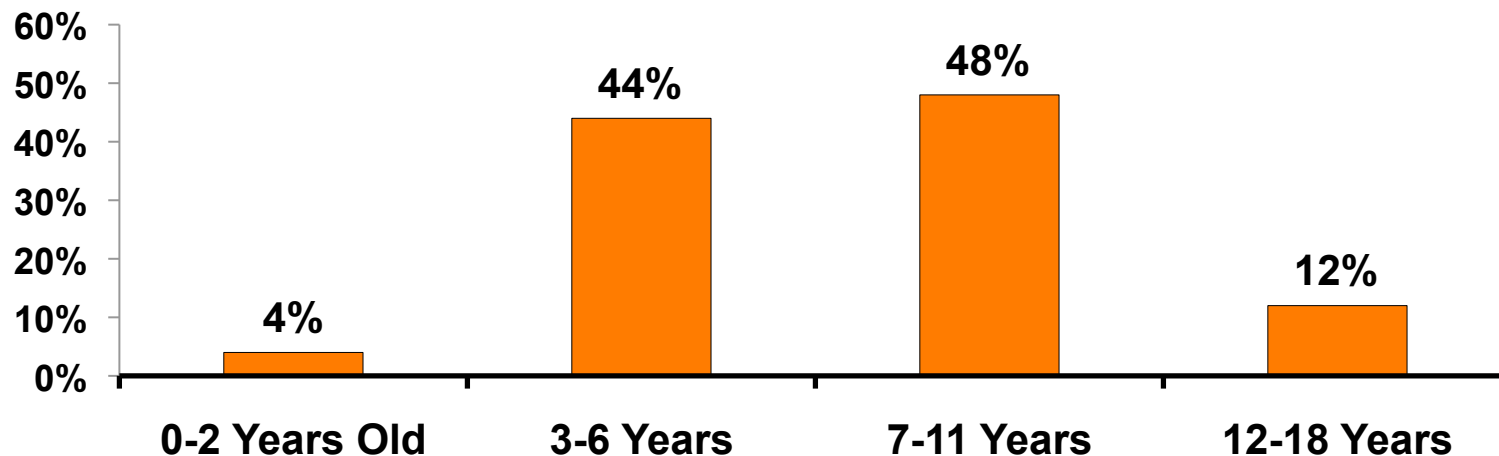
Travel Companions



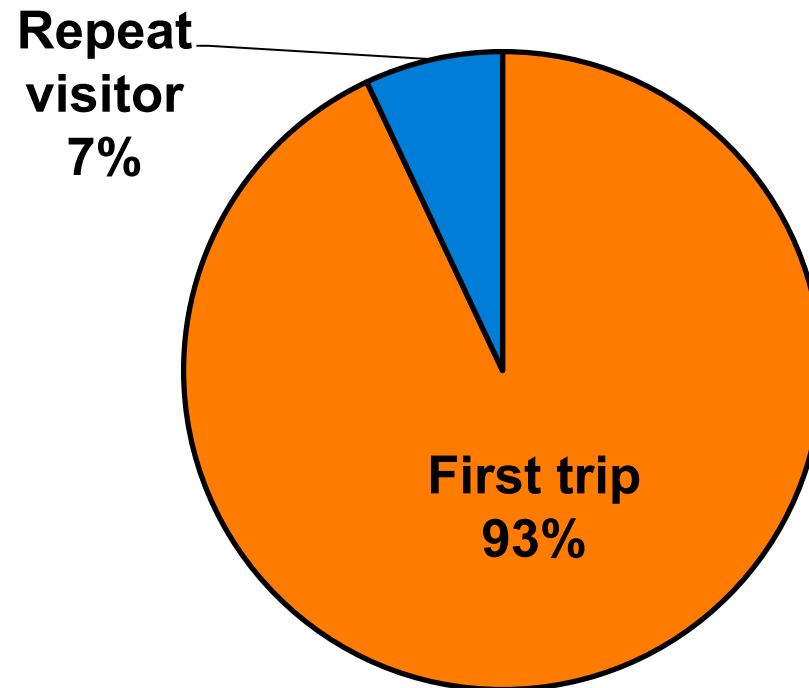
Number of Children Travel Party

N=25 total respondents traveling with children.

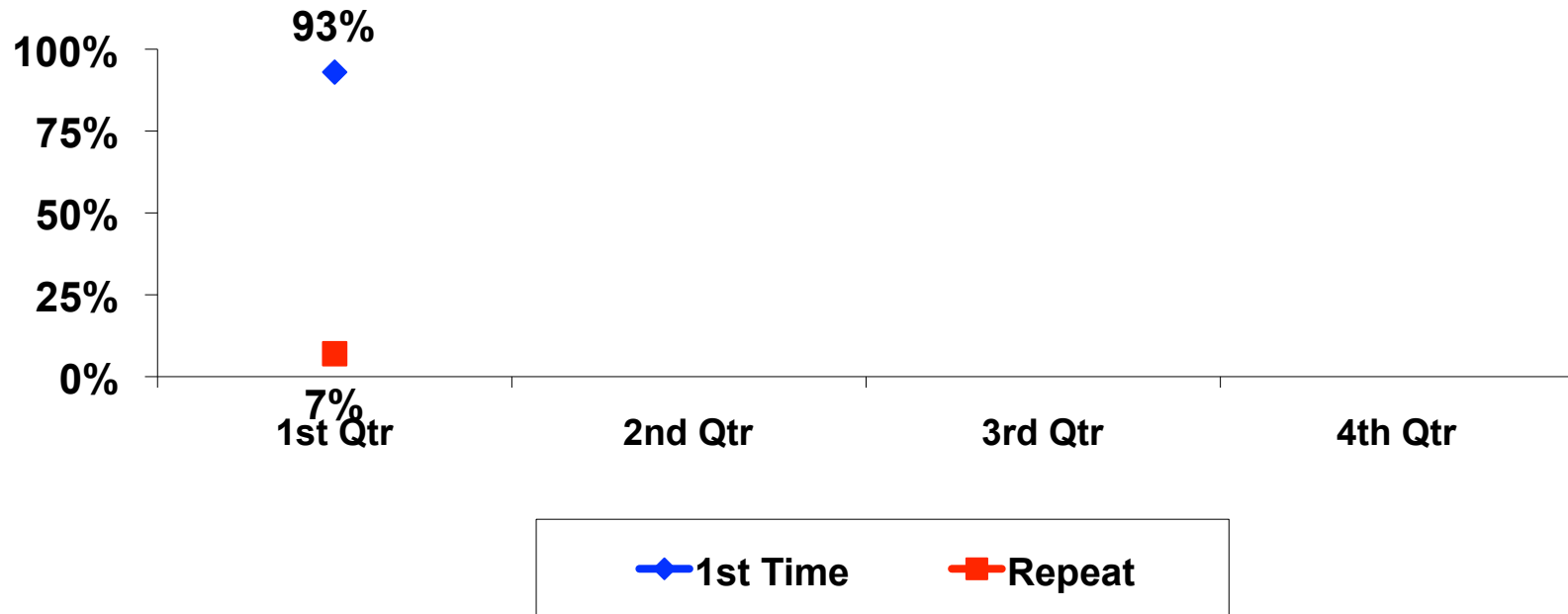
(Of those N=25 respondents, there is a total of 33 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



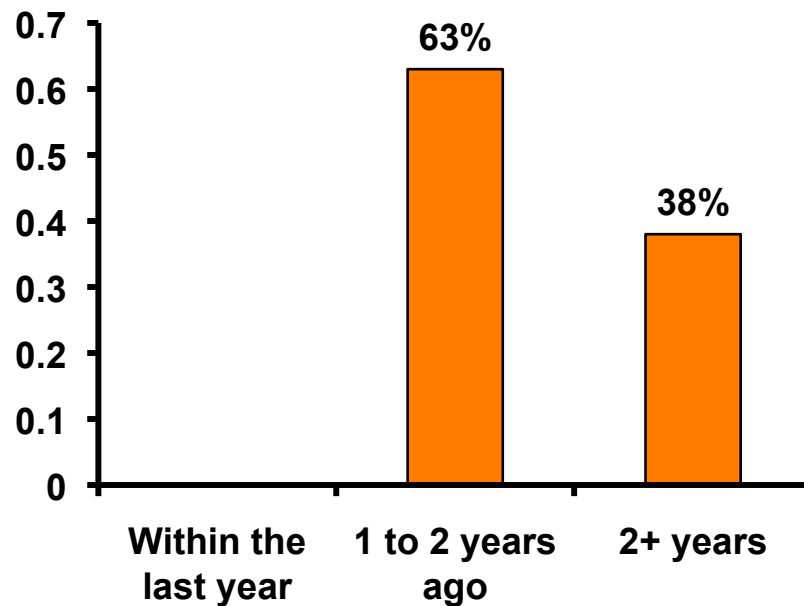
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	76	69	6	
		Column N %	51%	50%	60%	
	Female	Count	74	70	4	
		Column N %	49%	50%	40%	
Total		Count	150	139	10	
AGE	18-24	Count	17	17		
		Column N %	12%	13%		
	25-34	Count	61	57	3	
		Column N %	42%	42%	33%	
	35-49	Count	59	57	2	
		Column N %	40%	42%	22%	
	50+	Count	9	5	4	
		Column N %	6%	4%	44%	
	Total		Count	146	136	9

- Most from Hong Kong are first-time visitors to Guam.

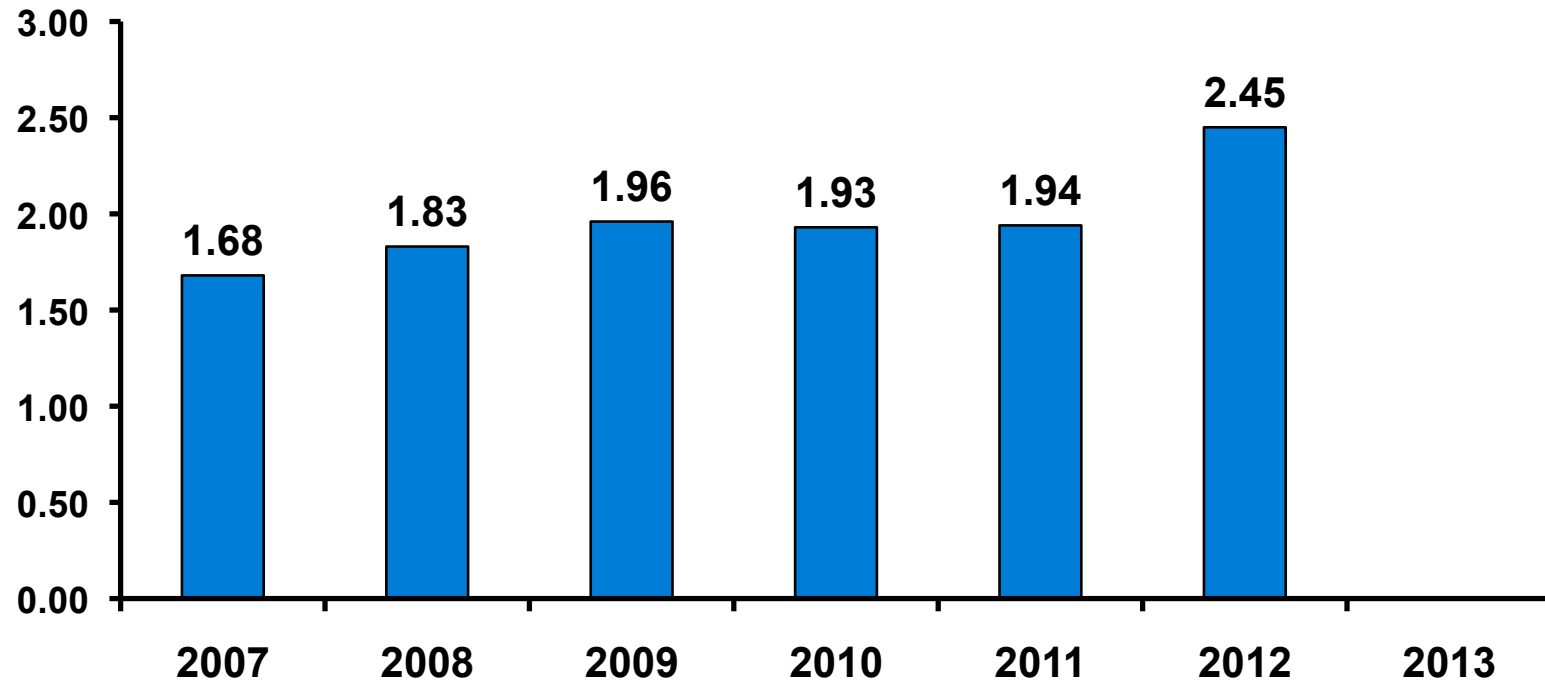
Repeat Visitors Last Trip

n = 8



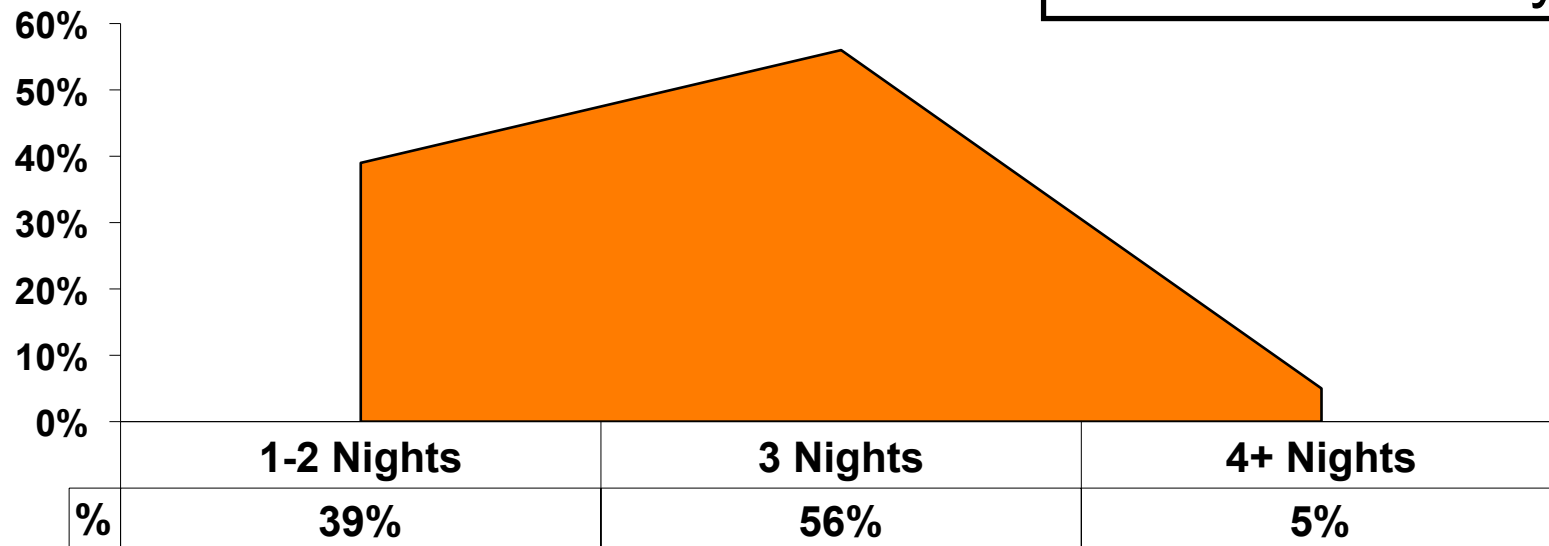
- The average repeat visitor has been to Guam 1.25 times.

Average Number Overnight Trips (2007-2012) (2 nights or more)

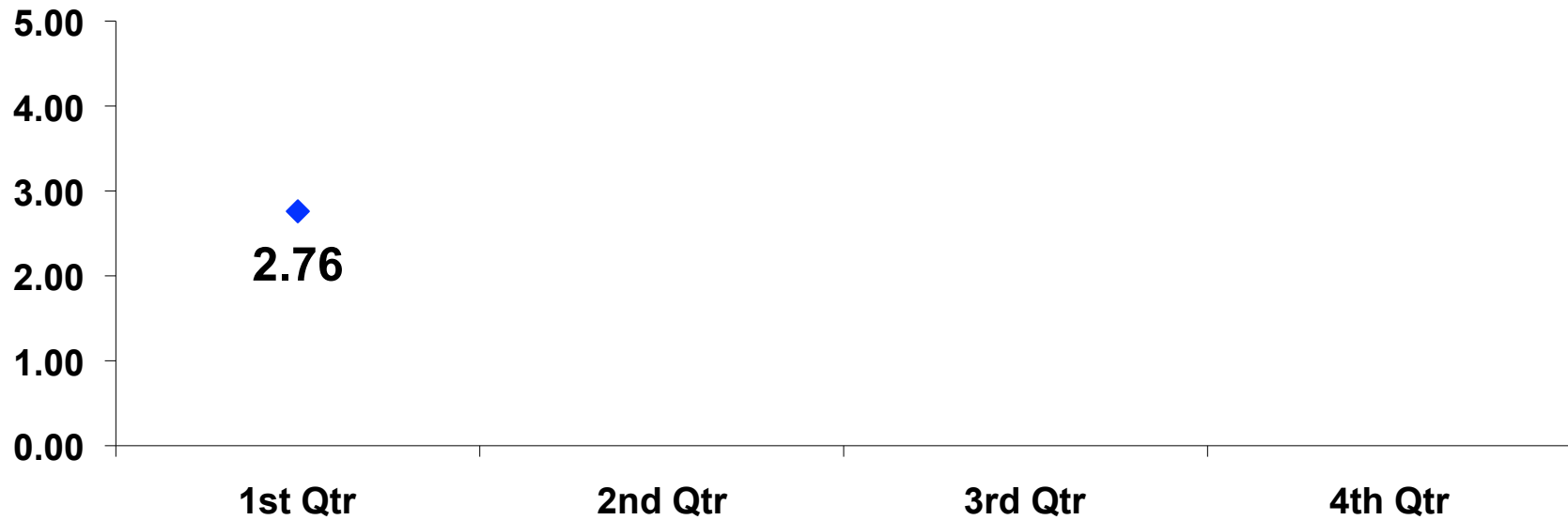


Length of Stay

Mean = 2.76 Days
Median = 3.0 Days



Average Length of Stay

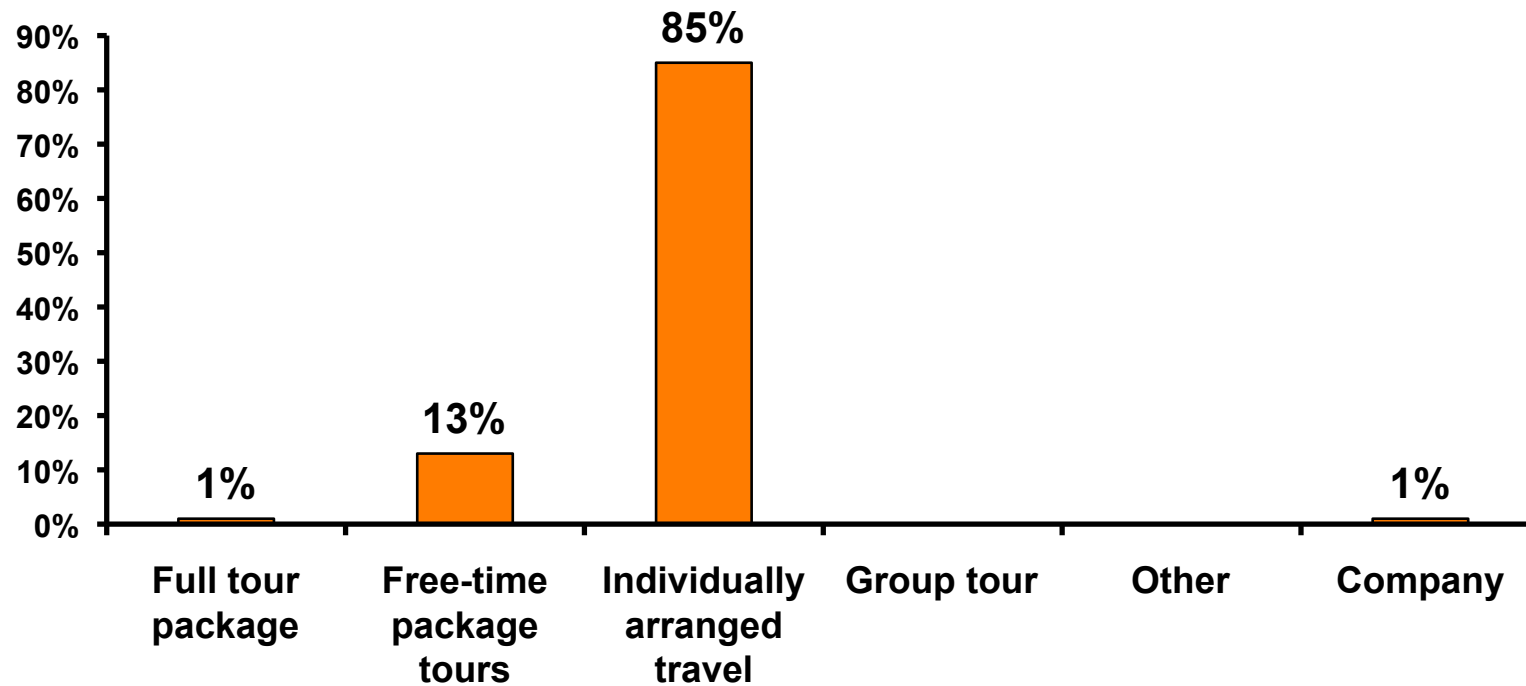


Occupation by Income

		TOTAL	Q26							
			<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income
Q25	Company: Office non-mgr	66%		100%	91%	79%	76%	31%	25%	
	Freelancer	9%			9%		6%	38%	13%	
	Skilled worker	7%				7%	12%	13%		
	Prof-specialist	5%				7%	3%	6%	25%	
	Student	4%						6%		100%
	Company: Salesperson	4%				3%	3%		38%	
	Govt- Executive	2%				3%				
	Other	1%						6%		
	Govt- Office non-mgr	1%								
	Total	Count	112	2	11	29	33	16	8	2

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

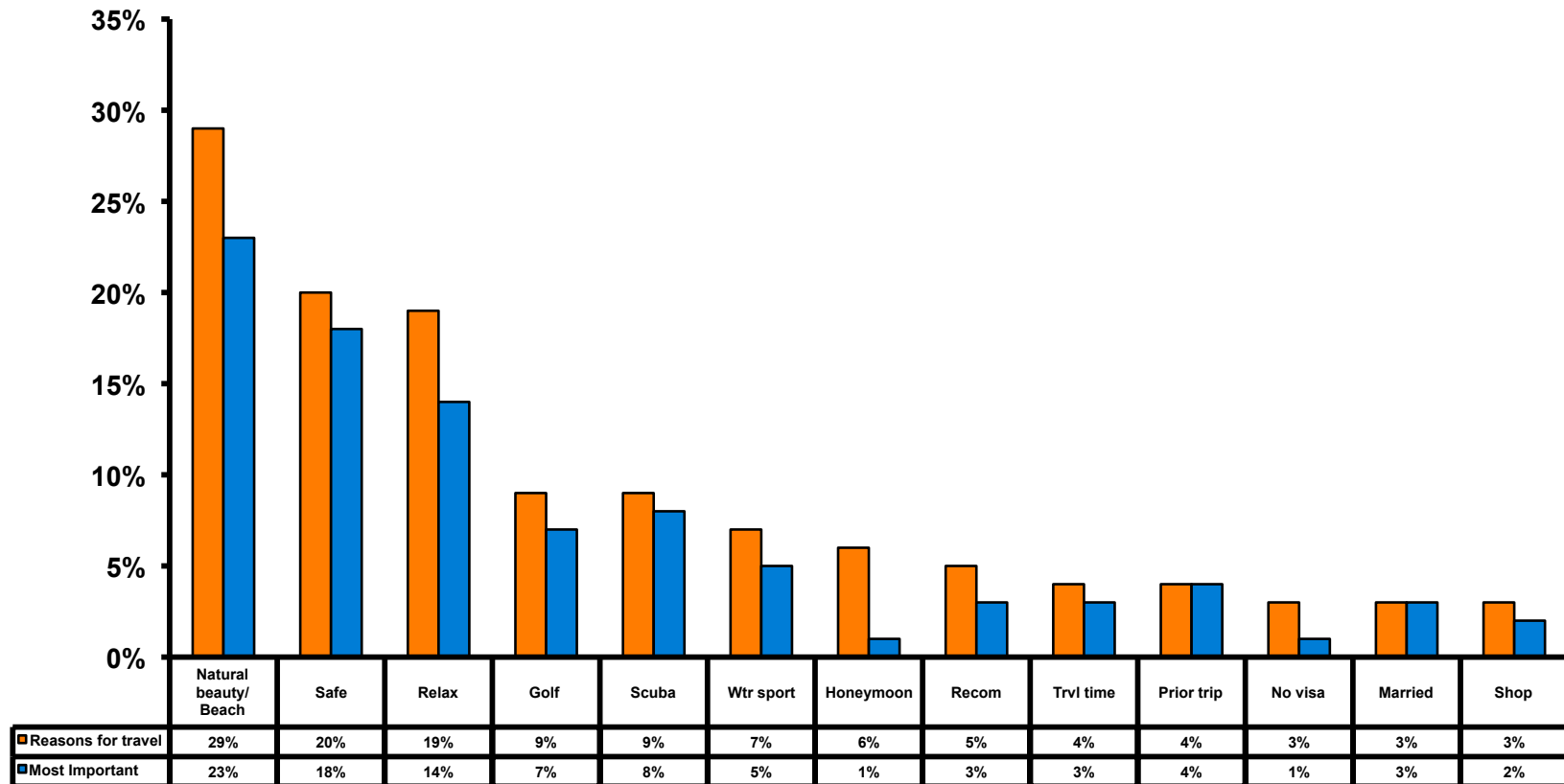


Accommodation by Income

Average length of stay: 2.76 days

	TOTAL	Q26							
		<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income
Q9	-								
Hilton Guam Resort	29%		50%	18%	41%	42%	25%	38%	50%
Royal Orchid Guam	15%			27%	14%	18%	13%		
PIC Club	13%		50%	9%	3%	6%	13%	13%	50%
Sheraton Laguna Guam	10%			9%	10%	9%	19%		
Hyatt Regency Guam	9%				10%	12%		25%	
Hotel Nikko Guam	6%			18%	3%	9%	6%		
Guam Marriott Resort	4%				7%	3%	6%		
Westin Resort Guam	3%				3%		6%	13%	
Fiesta Resort Guam	3%			18%	3%				
Outrigger Guam Resort	3%						6%	13%	
Onward Beach Resort	1%				3%				
Holiday Resort Guam	1%								
Leo Palace Resort	1%								
Tumon Bay Capital Hotel	1%						6%		
Home stay/ friend/ relative	1%								
Guam Reef Hotel	1%								
Total	Count	150	2	11	29	33	16	8	2

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Safety
- Relaxation

are the primary reasons for visiting during this period.

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	29%	18%	30%	34%	11%	30%	27%	
	Safe	20%	24%	25%	17%		11%	30%	
	Relax	19%	29%	15%	20%	33%	25%	14%	
	Golf	9%		7%	8%	33%	13%	5%	
	Scuba	9%	6%	11%	8%		13%	4%	
	Water sports	7%	12%	5%	10%		7%	8%	
	Honeymoon	6%		15%			5%	7%	
	Recomm- friend/family/trvl agnt	5%	12%	5%	2%	11%	4%	5%	
	Short travel time	4%	6%	3%	5%		7%	1%	
	Previous trip	4%		2%	2%	33%	4%	4%	
	No visa requirement	3%		5%	3%		5%	1%	
	Married/ Attn wedding	3%		7%	2%		4%	3%	
	Shopping	3%		3%	5%		3%	4%	
	Price	3%		7%	2%		1%	5%	
	Other	1%	6%	2%			1%	1%	
	Visit friends/ Relatives	1%			3%		3%		
	Pleasure	1%					1%		
	Career Cert/ Testing	1%			2%		1%		
	Company/ Business Trip	1%			2%		1%		
	Total	Count	150	17	61	59	9	76	74

Motivation by Income

	TOTAL	Q26								
		-	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income
Q5A Natural beauty	29%				45%	38%	27%	13%	25%	
Safe	20%				27%	21%	21%	6%	25%	
Relax	19%				9%	21%	24%	38%		
Golf	9%				18%	3%	9%	31%	13%	
Scuba	9%		50%		9%	3%	9%	6%		
Water sports	7%					10%	12%	13%		50%
Honeymoon	6%				9%	7%	9%	13%		
Recomm- friend/family/trvl agnt	5%					3%	3%		25%	50%
Short travel time	4%					3%	3%	13%		
Previous trip	4%						6%	13%		50%
No visa requirement	3%						3%	13%	13%	
Married/ Attn wedding	3%				27%	3%	3%			
Shopping	3%					3%	3%		13%	
Price	3%									
Other	1%		50%		9%					
Visit friends/ Relatives	1%					3%				
Pleasure	1%								13%	
Career Cert/ Testing	1%					3%				
Company/ Business Trip	1%					3%				
Total	Count	150		2	11	29	33	16	8	2

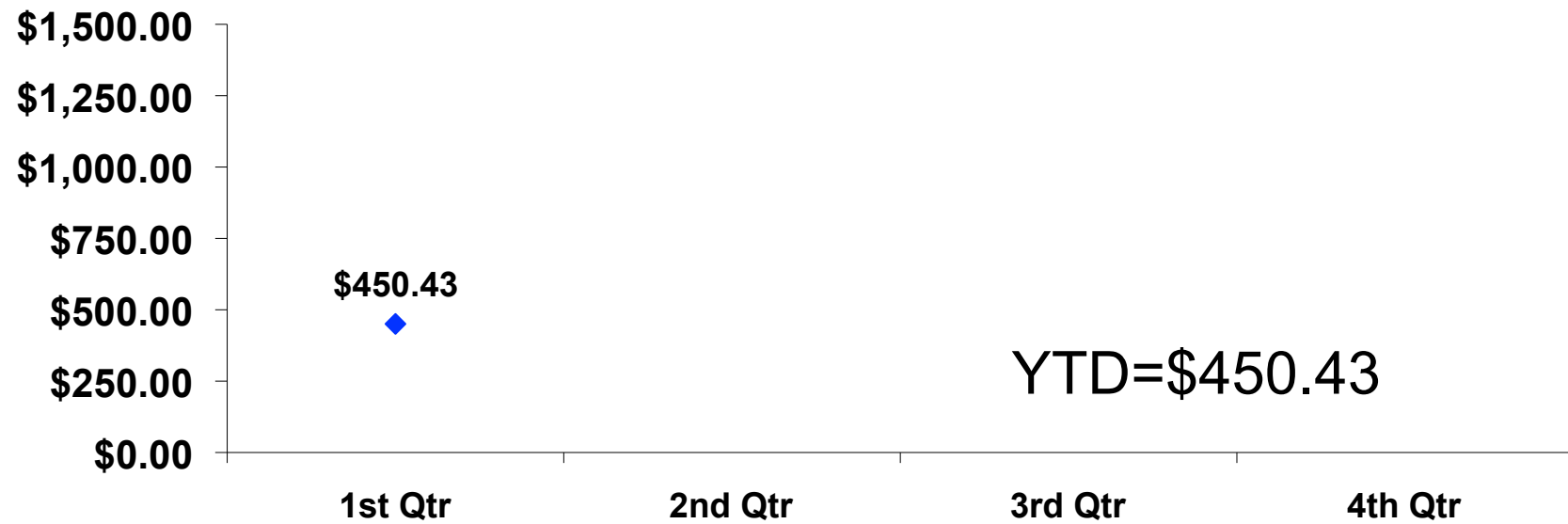
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

HKD7.75/US\$1

- \$772.29 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$5,161 = maximum (highest amount recorded for the entire sample)
- \$450.43 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

HKD7.75=\$1

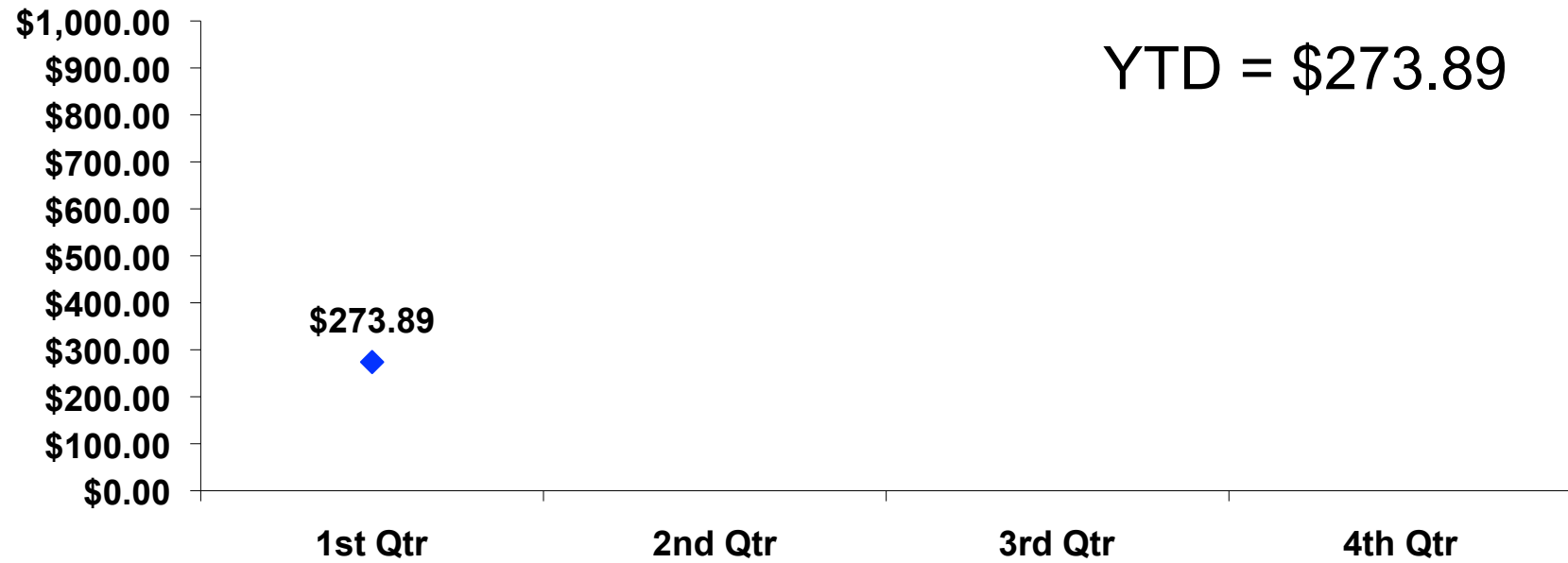
**(Filter: Only those who responded/
Per Travel Party)**

	MEAN \$
Air & Accommodation package only	\$1,534.53
Air & Accommodation w/ daily meal package	\$1,394.85
Air only	\$1,524.69
Accommodation only	\$1,245.90
Accommodation w/ daily meal only	\$6,967.56
Food & Beverages in Hotel	\$-
Ground transportation- Japan	\$33.87
Ground transportation- Guam	\$258.06
Optional tours/ activities	\$808.58
Other expenses	\$1,310.13
Total Prepaid	\$772.29

On-Island Expenditures

- \$443.48 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,840 = Maximum (highest amount recorded for the entire sample)
- \$273.89 = overall mean average per person on-island expenditure

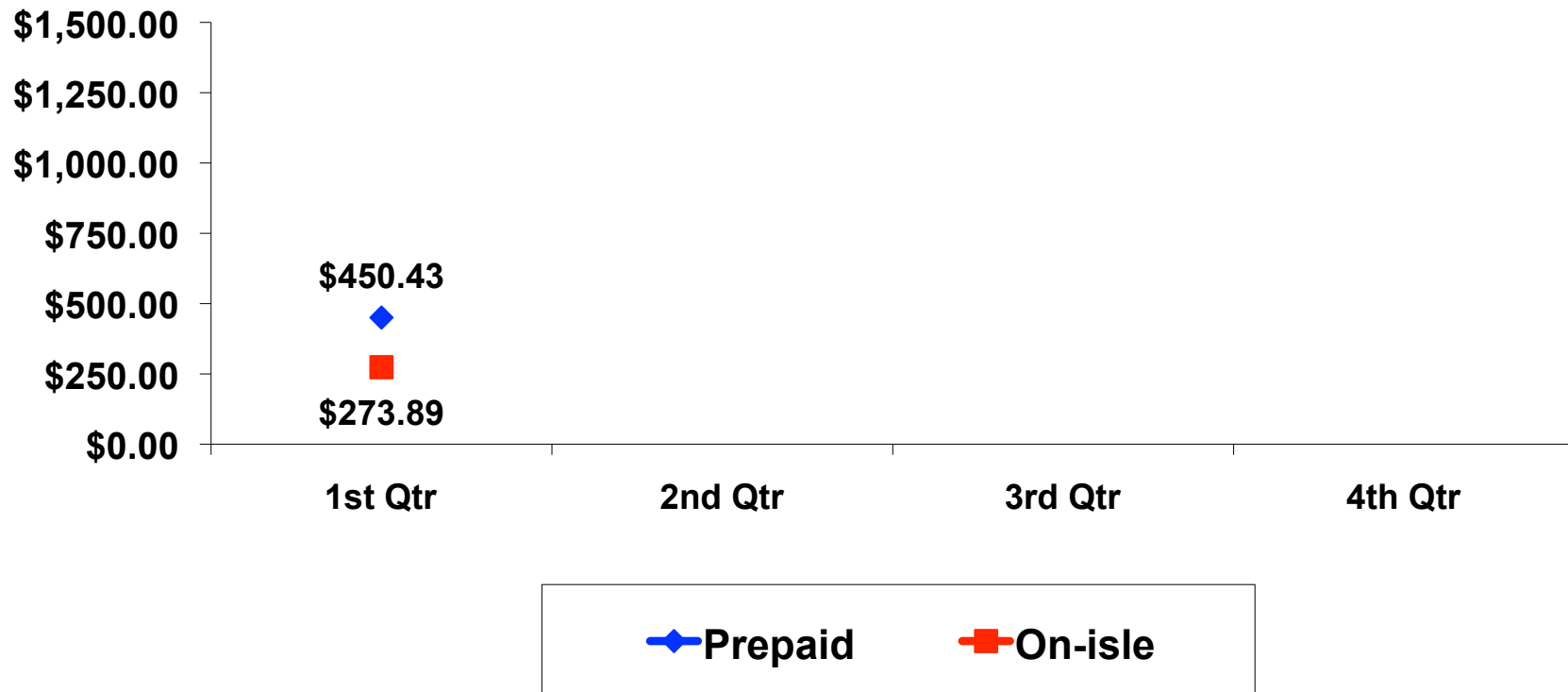
On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$450.43

On-Isle YTD = \$273.89



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$273.89	\$252.94	\$295.41	\$133.33	\$287.17	\$209.96	\$400.00	\$277.27	\$428.06	\$161.43	\$370.00
	Median	\$50	\$60	\$50	\$0	\$0	\$167	\$0	\$200	\$0	\$0	\$370
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100
	Maximum	\$4,840	\$2,760	\$4,840	\$600	\$2,760	\$680	\$1,800	\$1,525	\$4,840	\$965	\$640

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$39.40	\$42.50	\$36.22	\$14.71	\$38.03	\$44.41	\$75.56
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$13.23	\$15.92	\$10.47	\$1.47	\$22.13	\$10.17	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$21.40	\$29.61	\$12.97	\$29.41	\$27.05	\$11.53	\$22.22
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$78.43	\$66.45	\$90.74	\$44.12	\$83.61	\$93.47	\$33.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$56.27	\$66.58	\$45.68	\$61.76	\$36.56	\$44.92	\$244.44
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$19.43	\$23.22	\$15.54	\$5.88	\$20.90	\$24.07	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TRANS	Mean	\$21.51	\$23.64	\$19.32	\$5.88	\$33.85	\$12.92	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$194.47	\$150.53	\$239.59	\$141.18	\$269.84	\$145.93	\$188.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$443.48	\$417.13	\$470.54	\$292.65	\$533.61	\$387.41	\$564.44
	Median	\$100	\$100	\$100	\$200	\$0	\$200	\$200

On-Island Expenditures

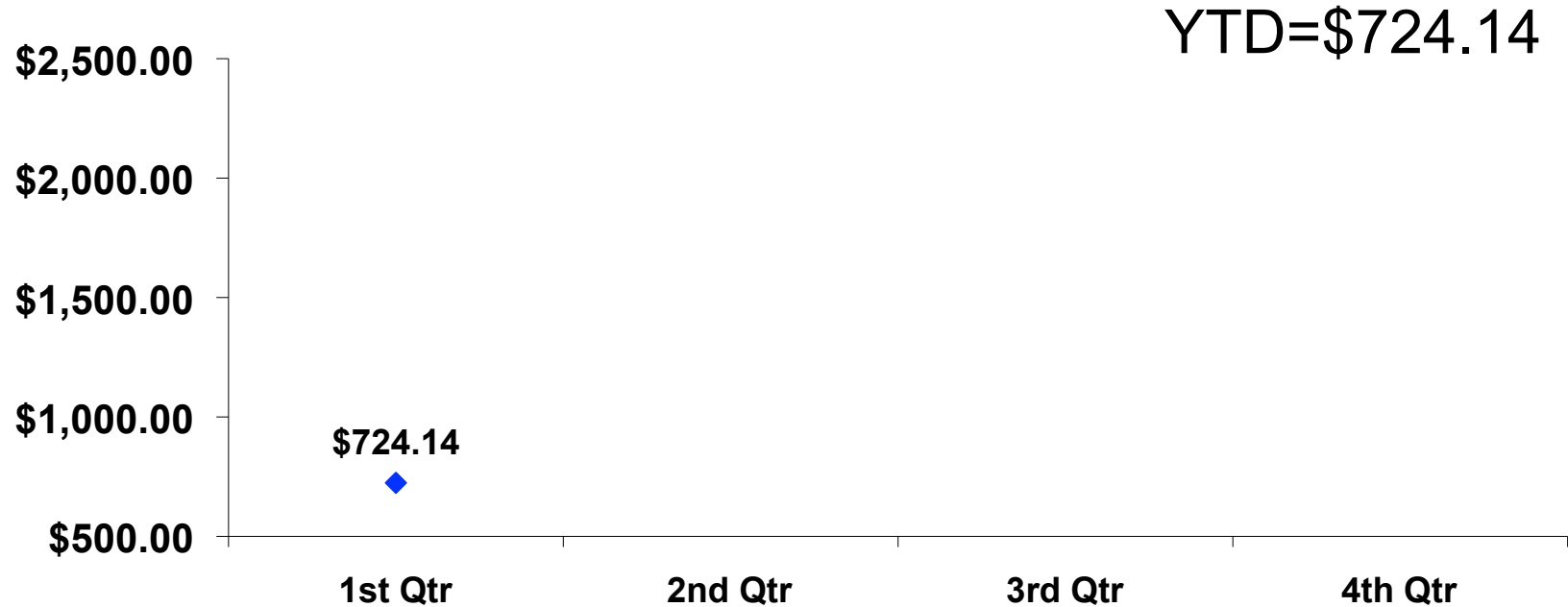
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$39.40	\$36.76	\$70.00
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$13.23	\$12.12	\$0.00
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$21.40	\$13.31	\$36.00
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$78.43	\$81.04	\$30.00
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$56.27	\$44.82	\$181.00
	Median	\$0	\$0	\$30
GIFT- OTHER	Mean	\$19.43	\$19.17	\$5.00
	Median	\$0	\$0	\$0
TRANS	Mean	\$21.51	\$15.01	\$58.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$194.47	\$156.62	\$740.00
	Median	\$0	\$0	\$150
TOTAL	Mean	\$443.48	\$378.14	\$1,120.00
	Median	\$100	\$0	\$530

Total Expenditures Per Person (Prepaid & On-Island)

- \$724.14 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,711 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



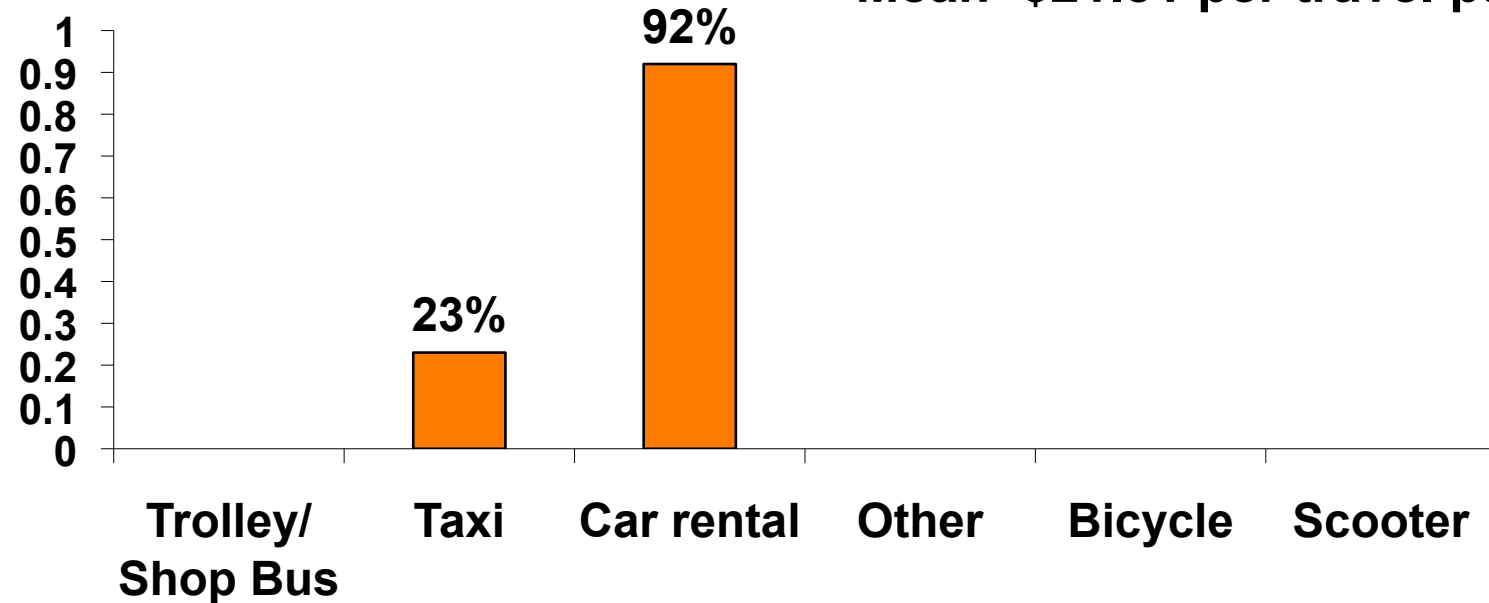
Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$39.40
Food & beverage in fast food restaurant/ convenience store	\$13.23
Food & beverage at restaurants or drinking establishments outside a hotel	\$21.40
Optional tours and activities	\$78.43
Gifts/ souvenirs for yourself/companions	\$56.27
Gifts/ souvenirs for friends/family at home	\$19.43
Local transportation	\$21.51
Other expenses not covered	\$194.47
Average Total	\$443.48

Local Transportation

n=13

Mean=\$21.51 per travel party



Guam Airport Expenditures

- \$3.59 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$120 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

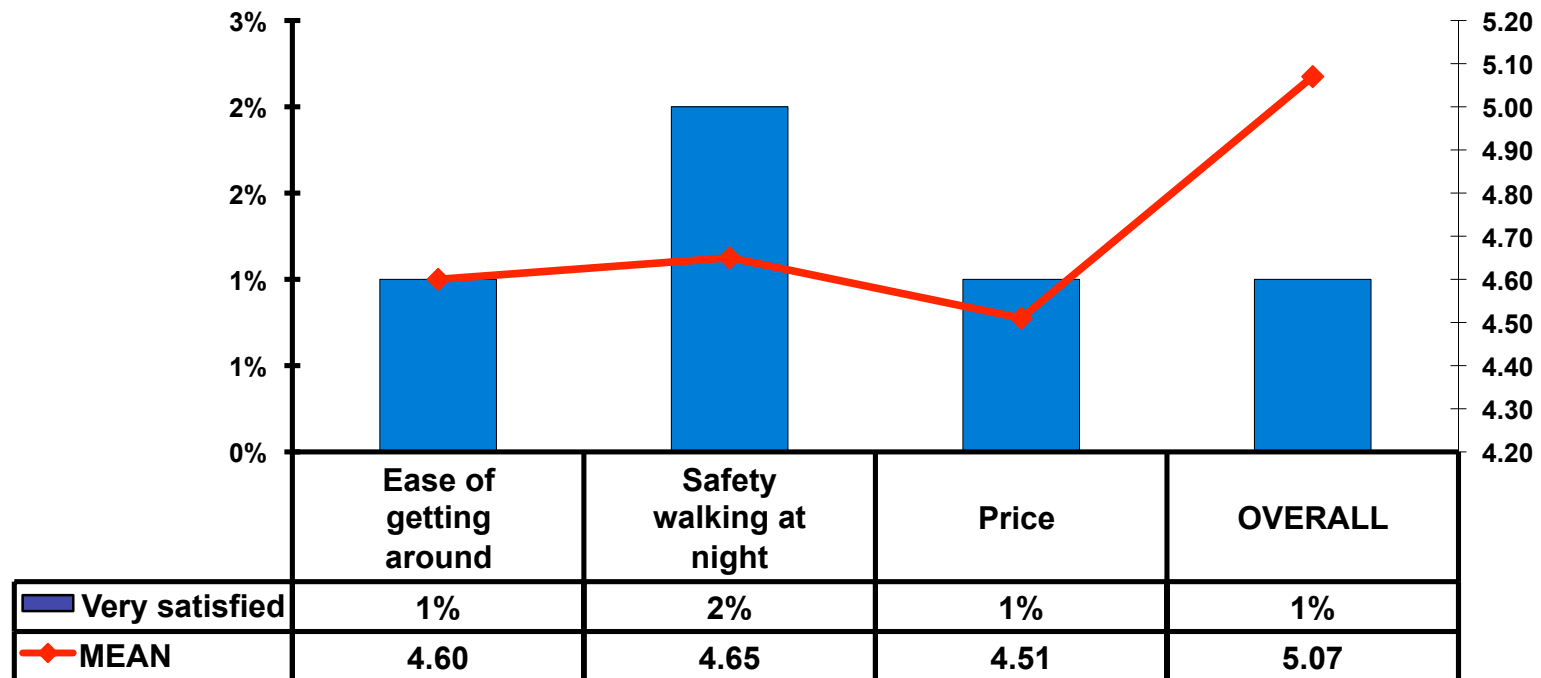
	MEAN \$
Food & Beverages	\$.95
Gifts/Souvenirs Self	\$2.63
Gifts/Souvenirs Others	\$-
Total	\$3.59

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

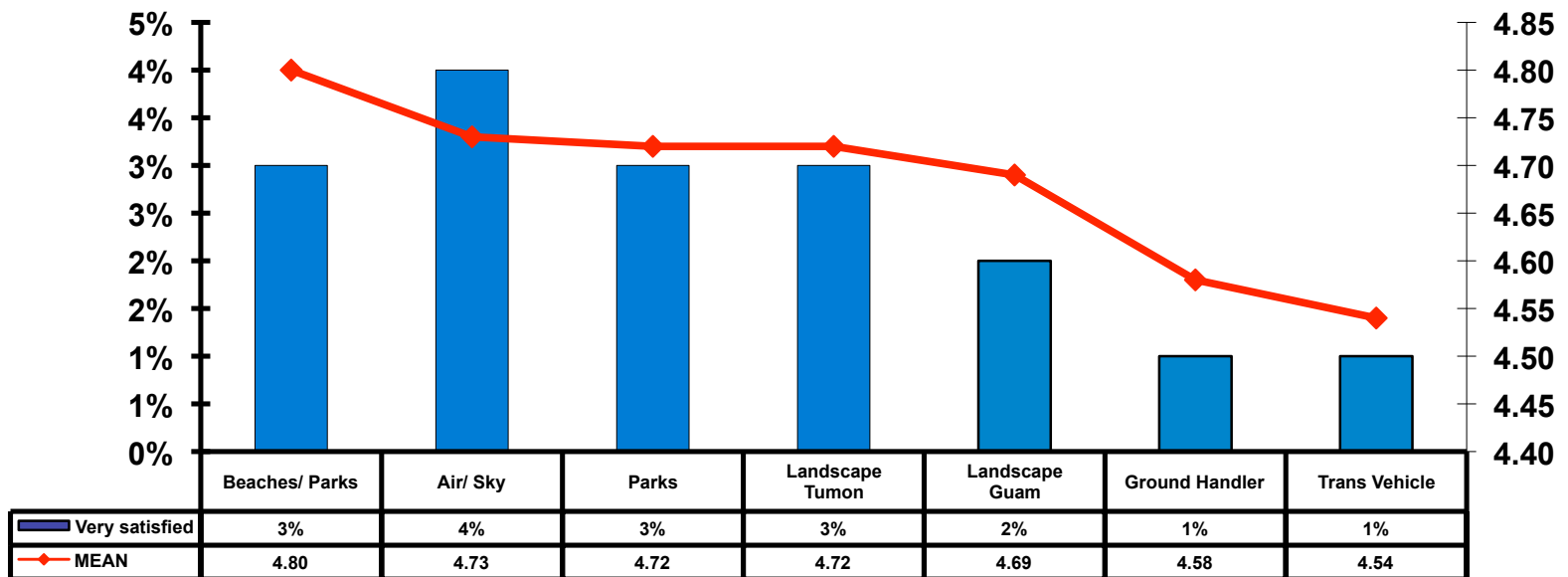
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

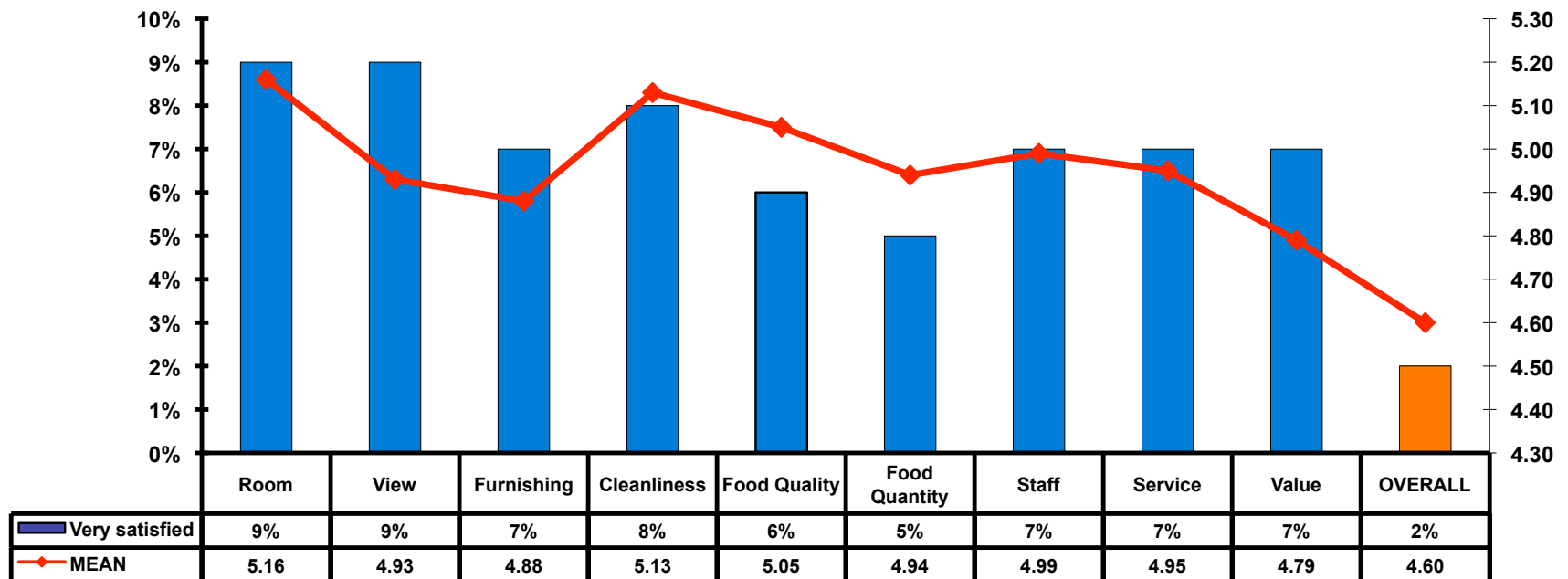
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

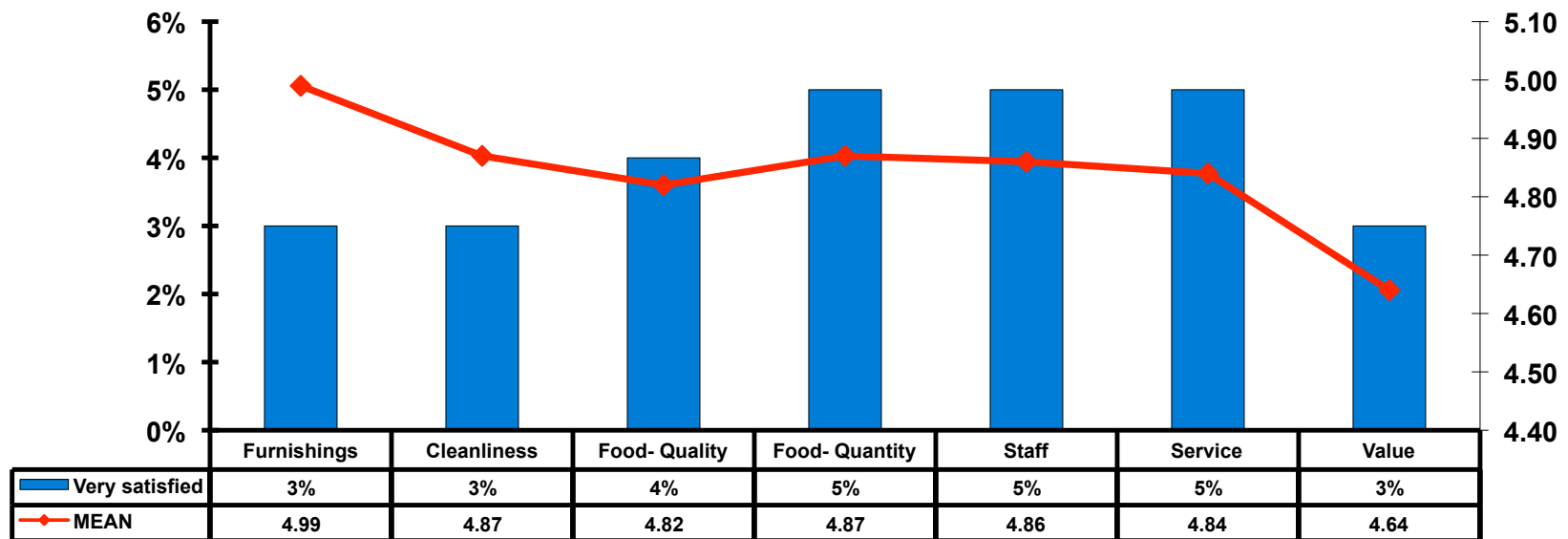
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

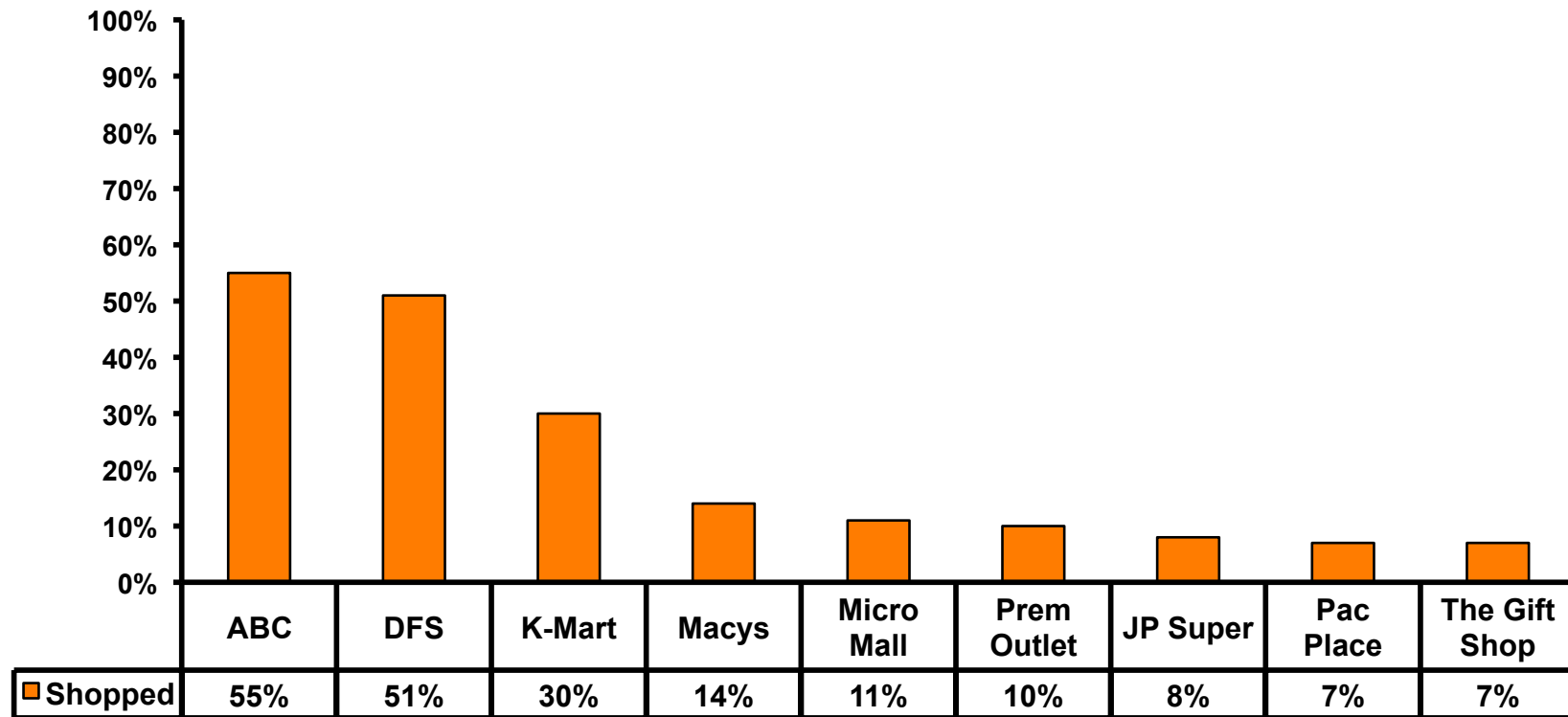
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



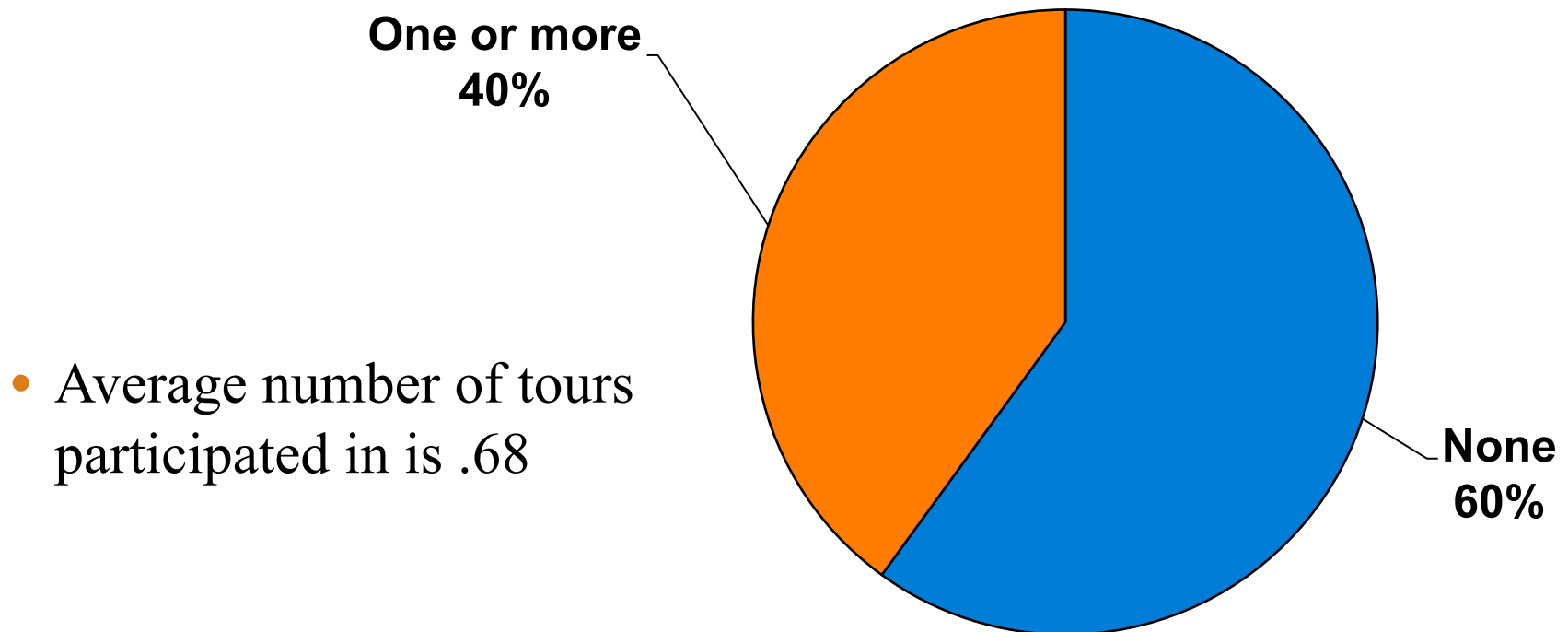
Satisfaction with Shopping

7pt Rating Scale

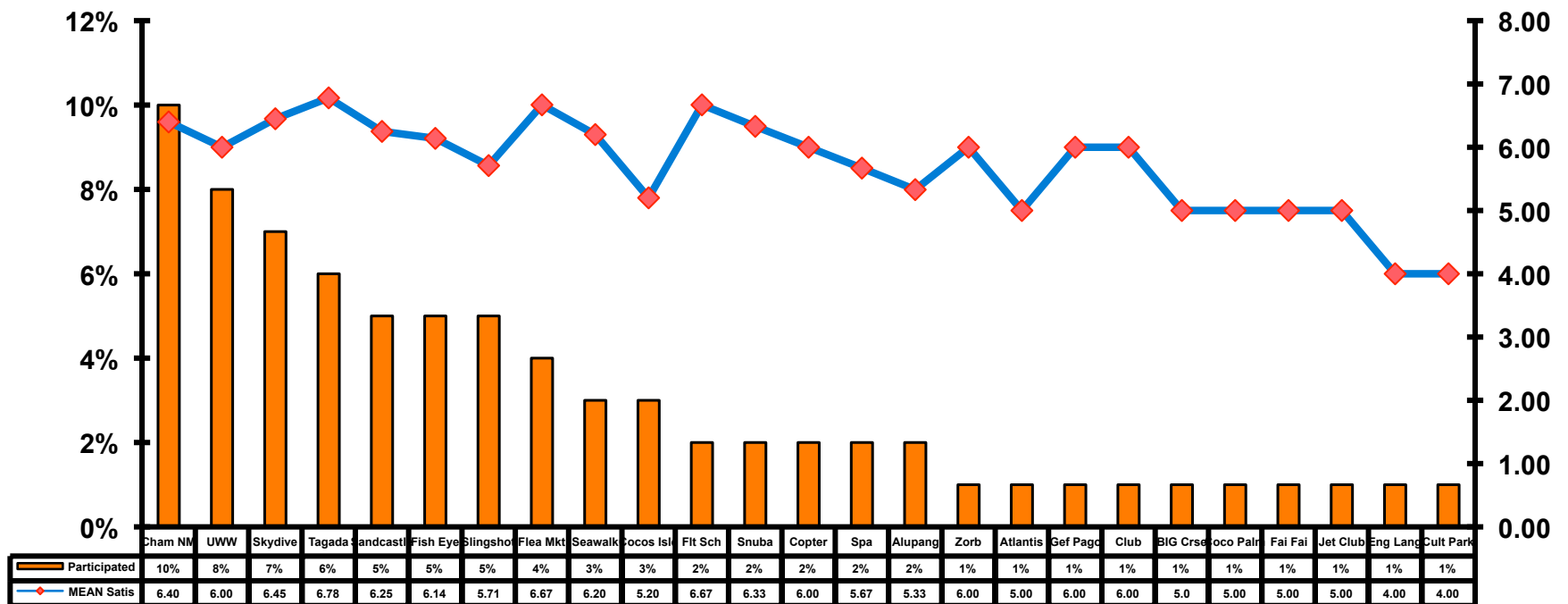
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 13%	Score of 6 to 7 = 10%
Score of 4 to 5 = 86%	Score of 4 to 5 = 88%
Score 1 to 3 = 1%	Score 1 to 3 = 3%
MEAN = 4.63	MEAN = 4.58

Optional Tour Participation



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 14%	Score of 6 to 7 = 16%
Score of 4 to 5 = 83%	Score of 4 to 5 = 82%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 4.70	MEAN = 4.67

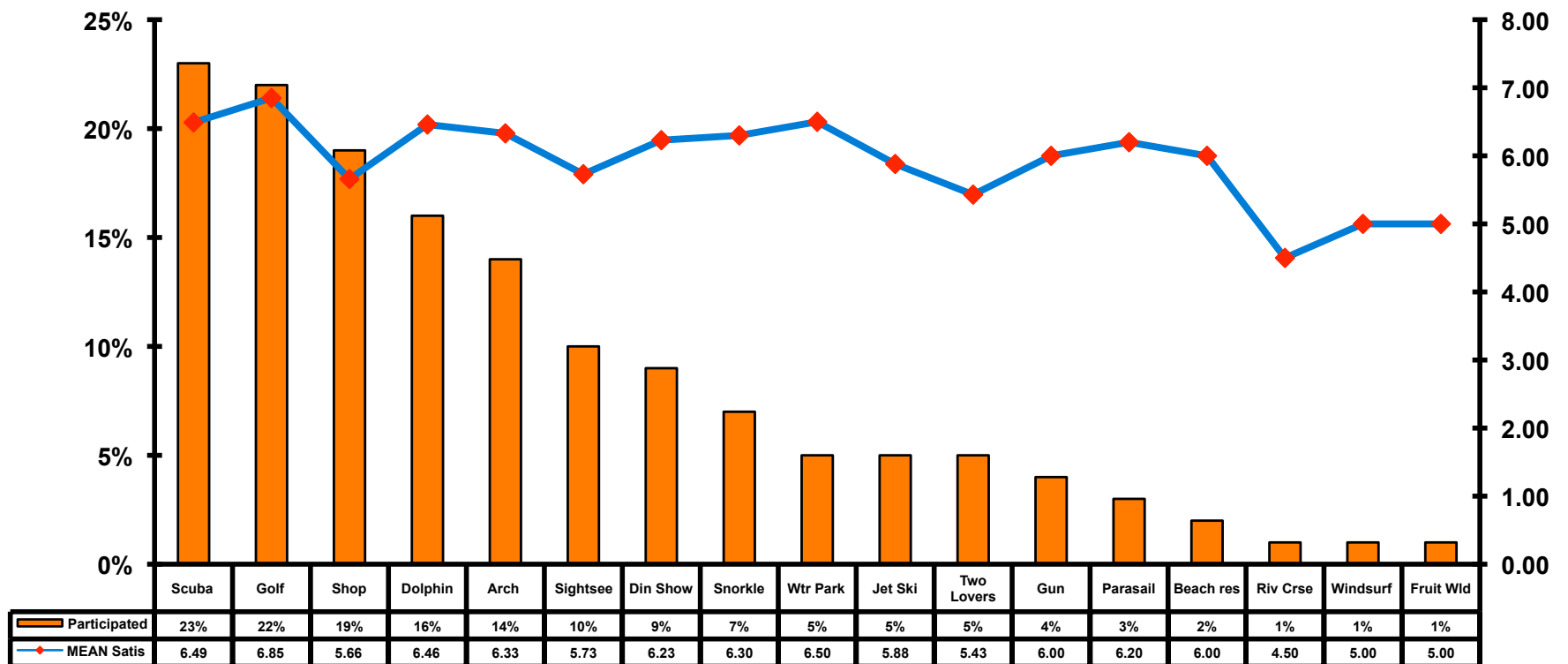
Night Tours Satisfaction

7pt Rating Scale

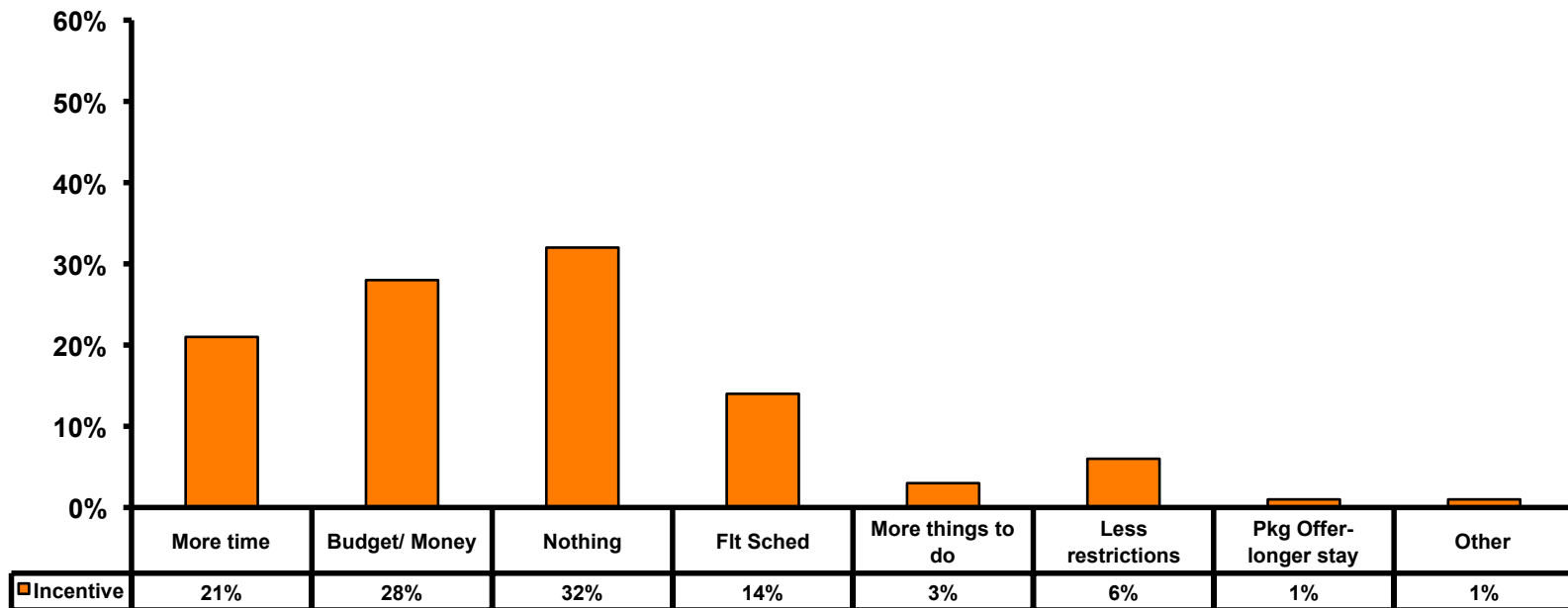
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 12%	Score of 6 to 7 = 9%
Score of 4 to 5 = 86%	Score of 4 to 5 = 89%
Score 1 to 3 = 3%	Score 1 to 3 = 3%
MEAN = 4.59	MEAN = 4.54

Satisfaction with Other Activities



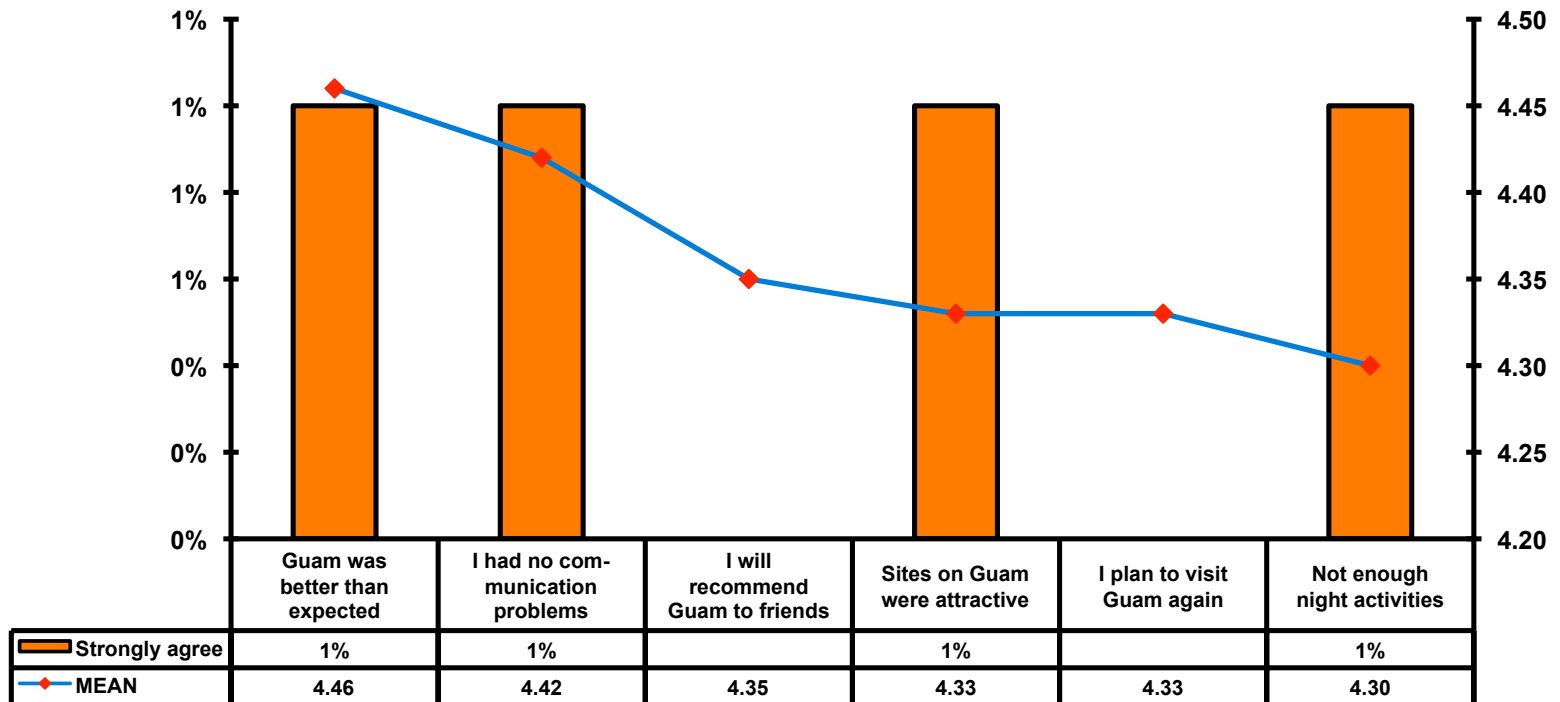
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

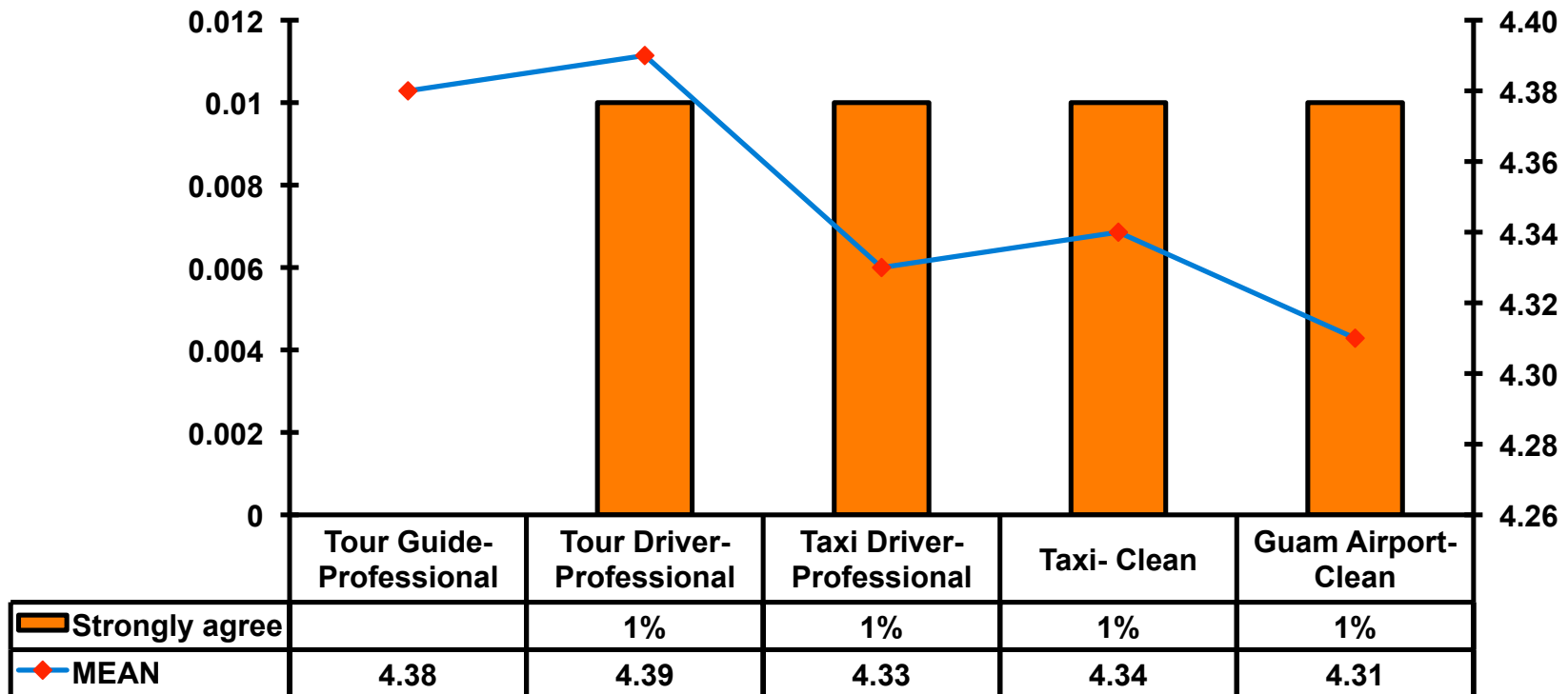
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

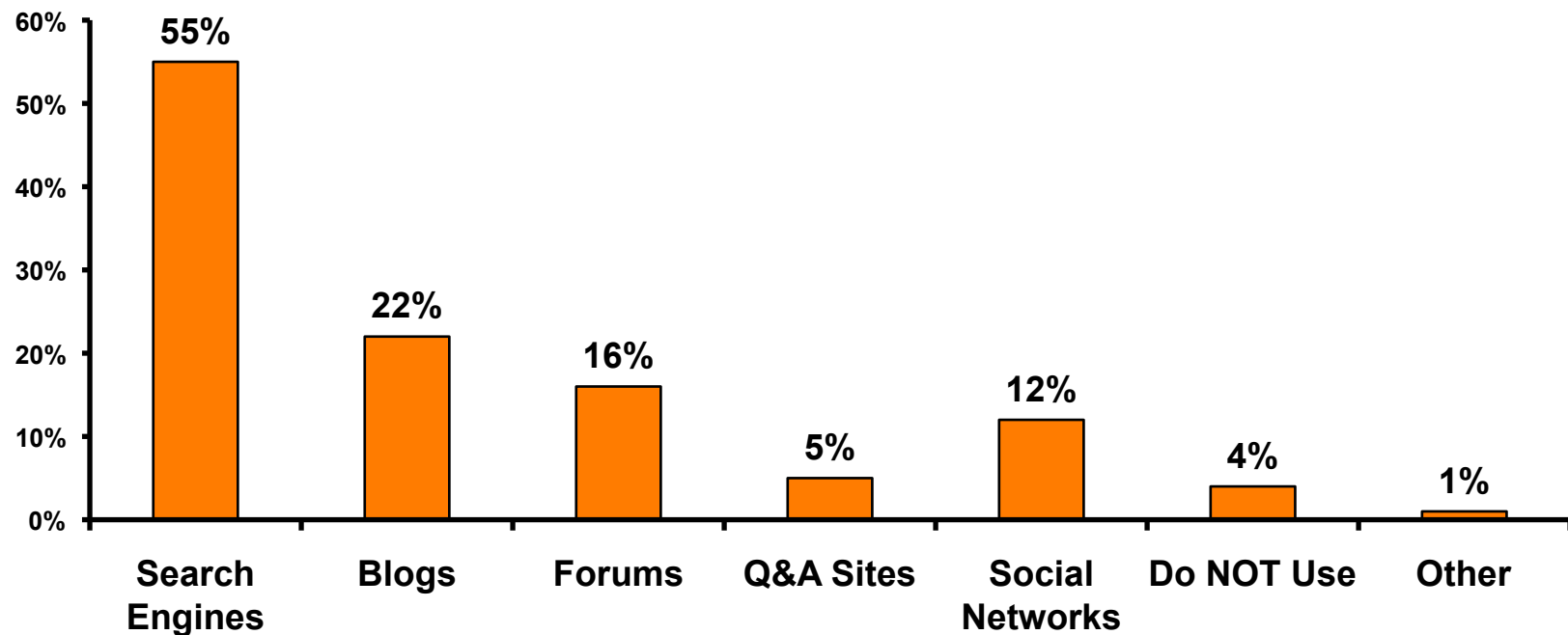
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



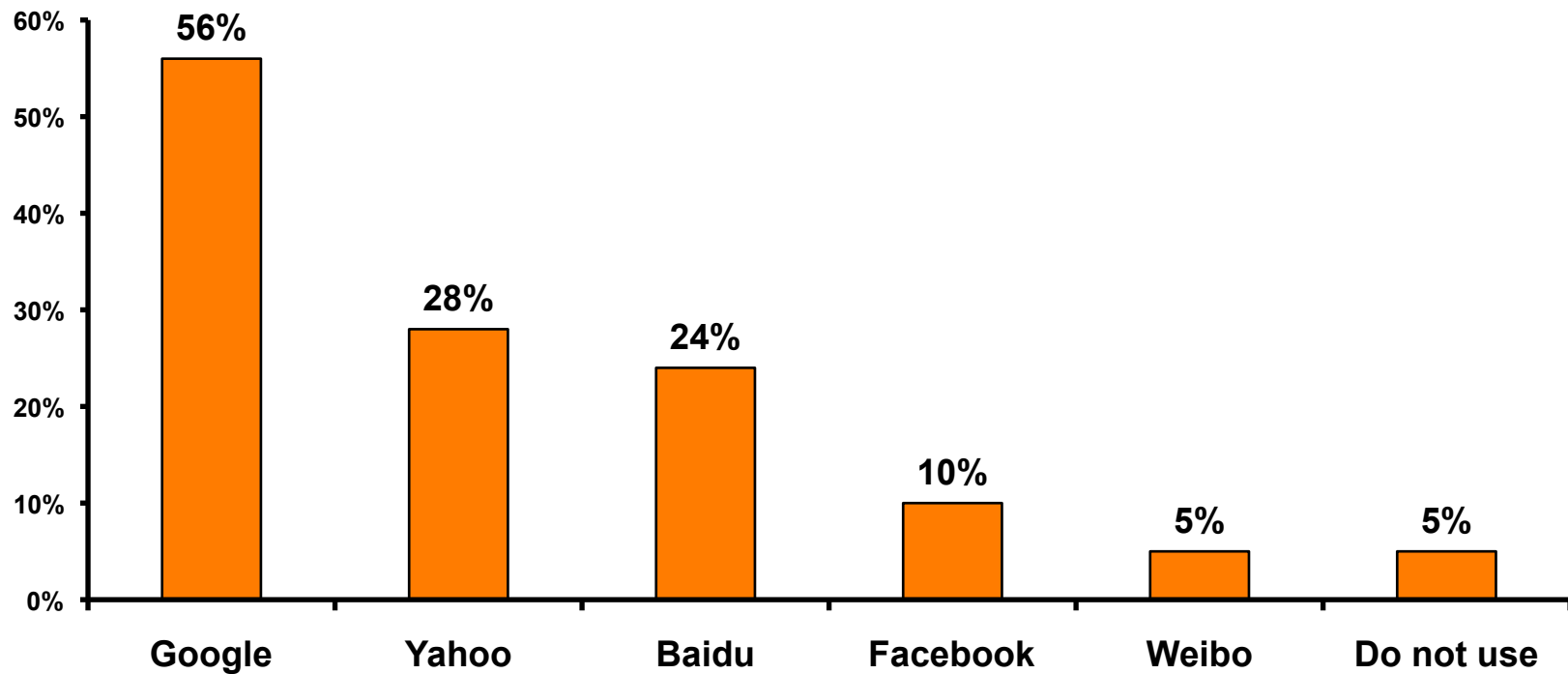
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

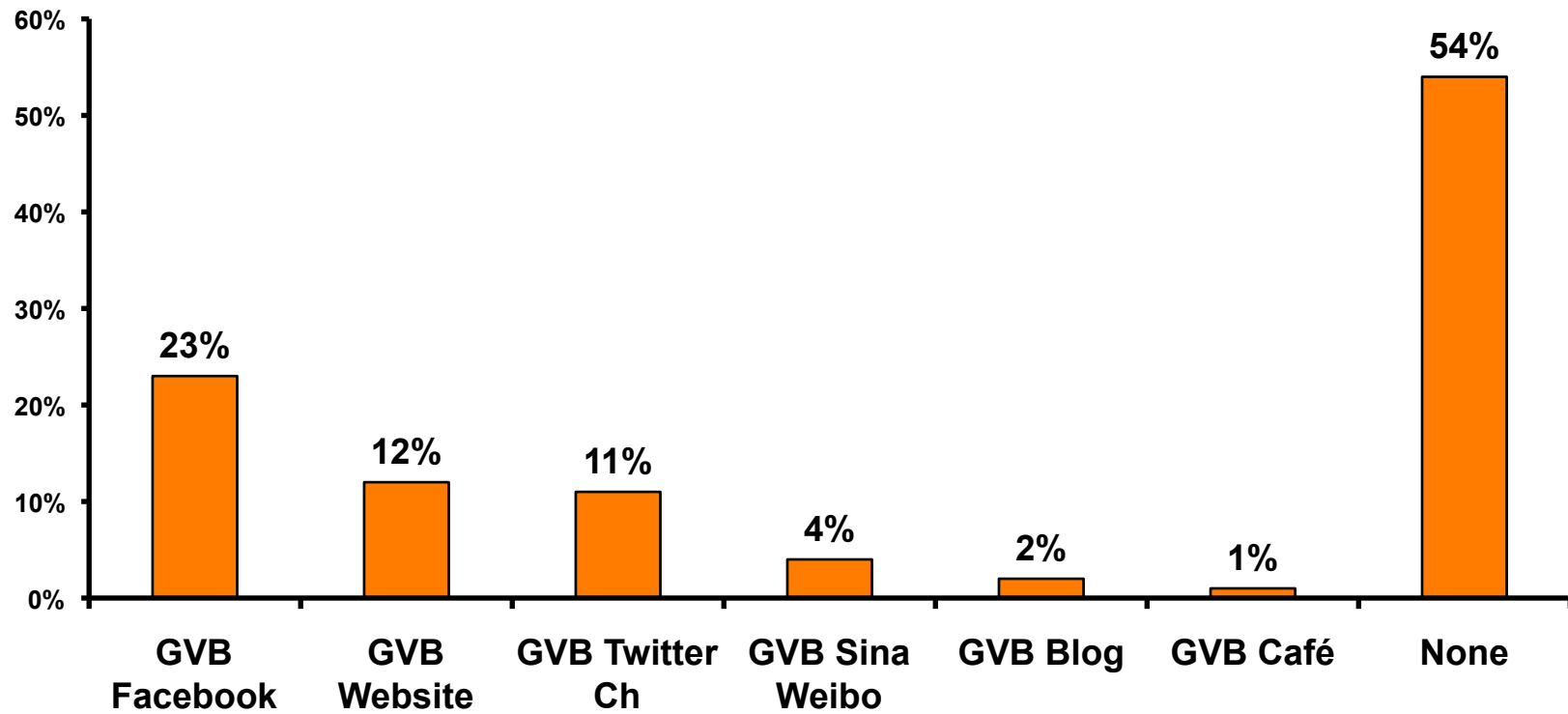


Internet- Things To Do

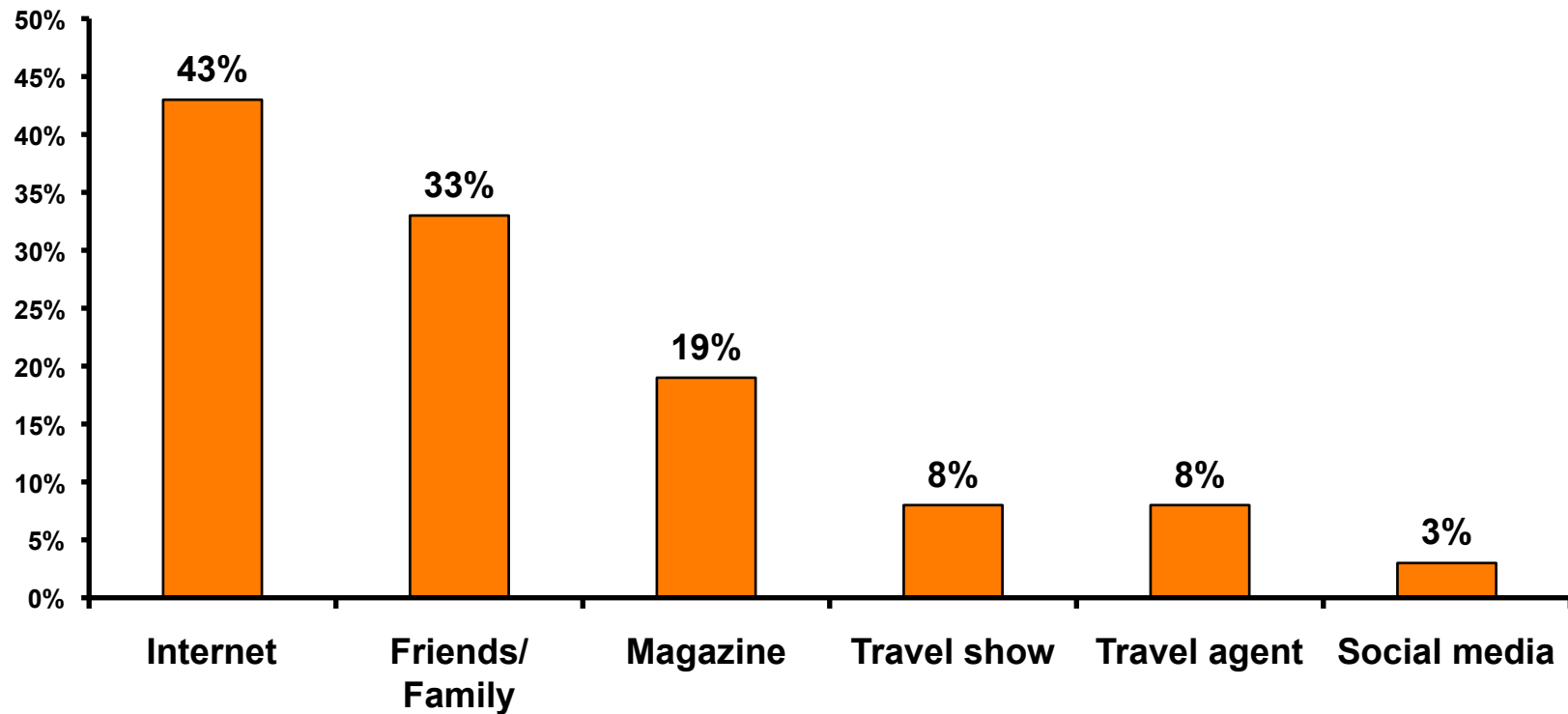
Sources of Info



Internet- GVB Sources

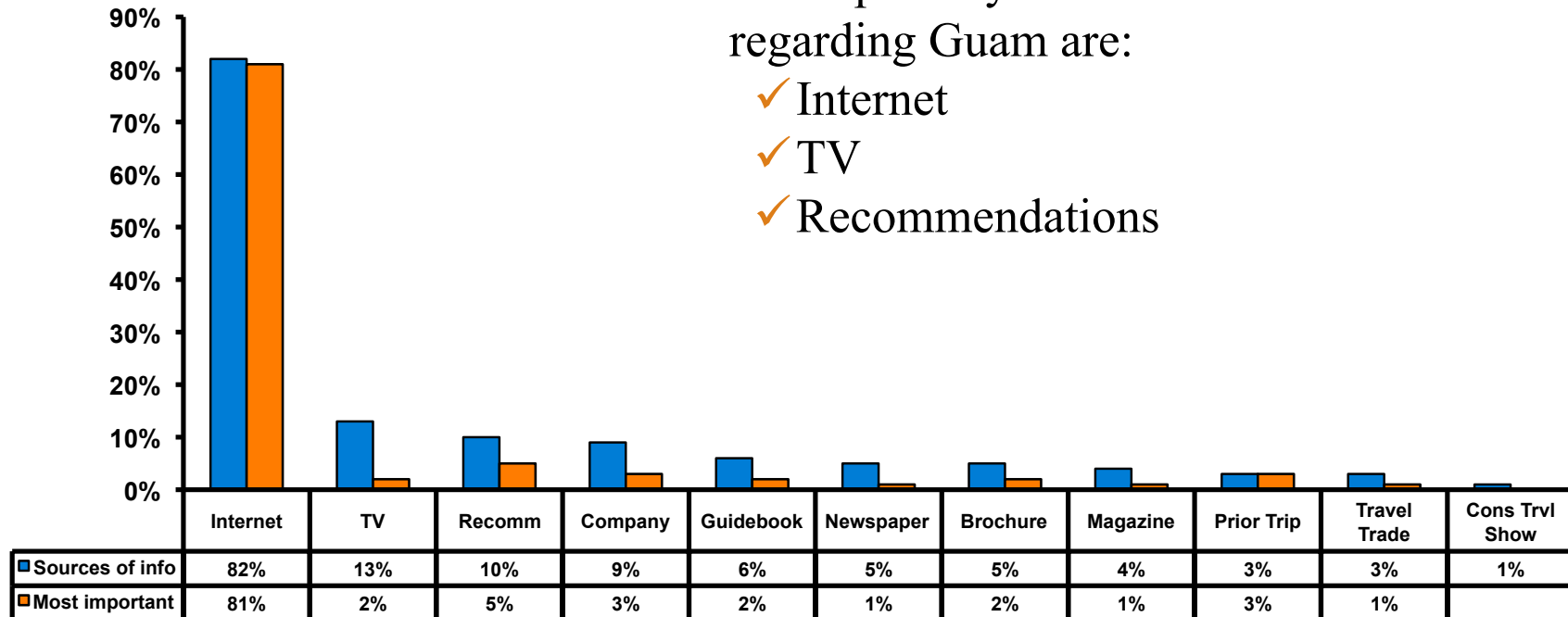


Travel Motivation- Info Sources



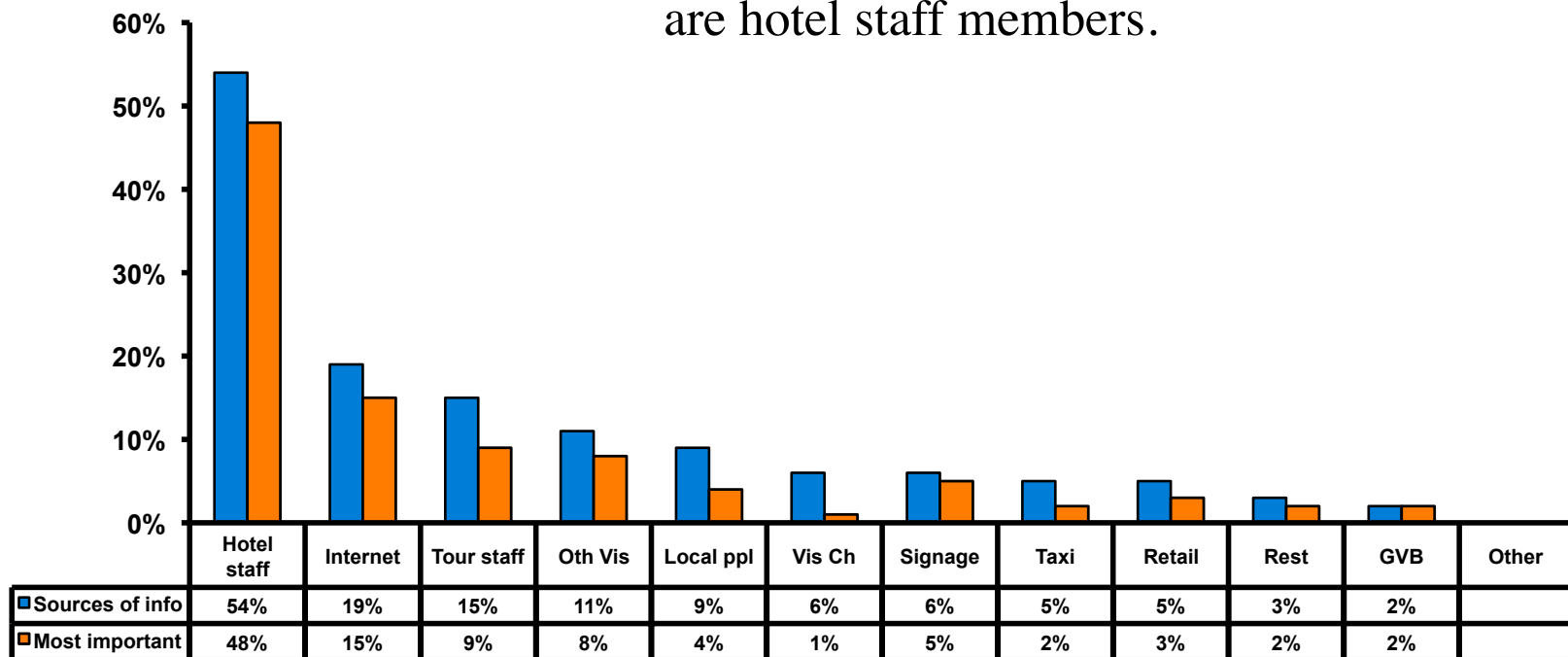
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ TV
 - ✓ Recommendations



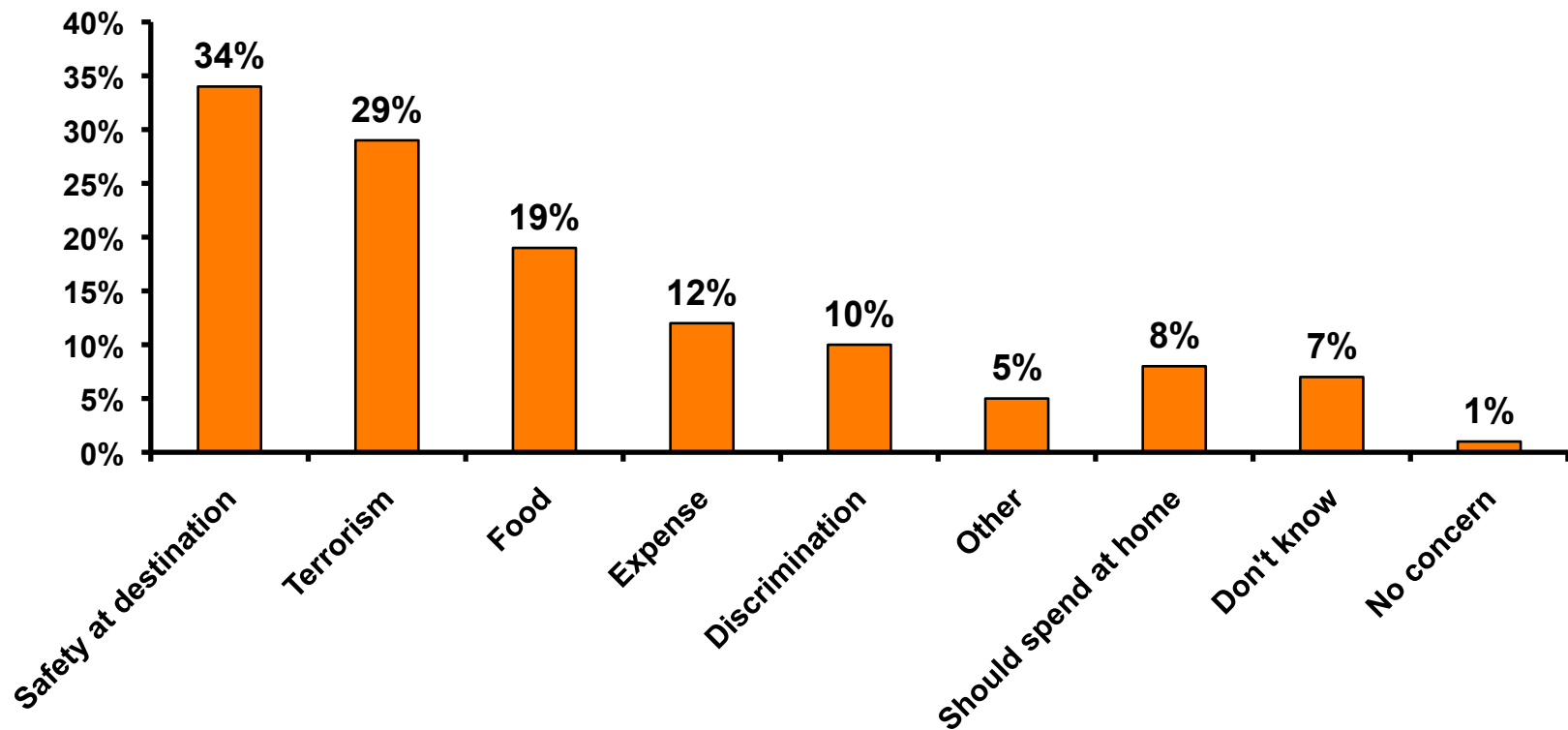
Sources of Information Post-arrival

- The primary local source of information are hotel staff members.



SECTION 6 **OTHER ISSUES**

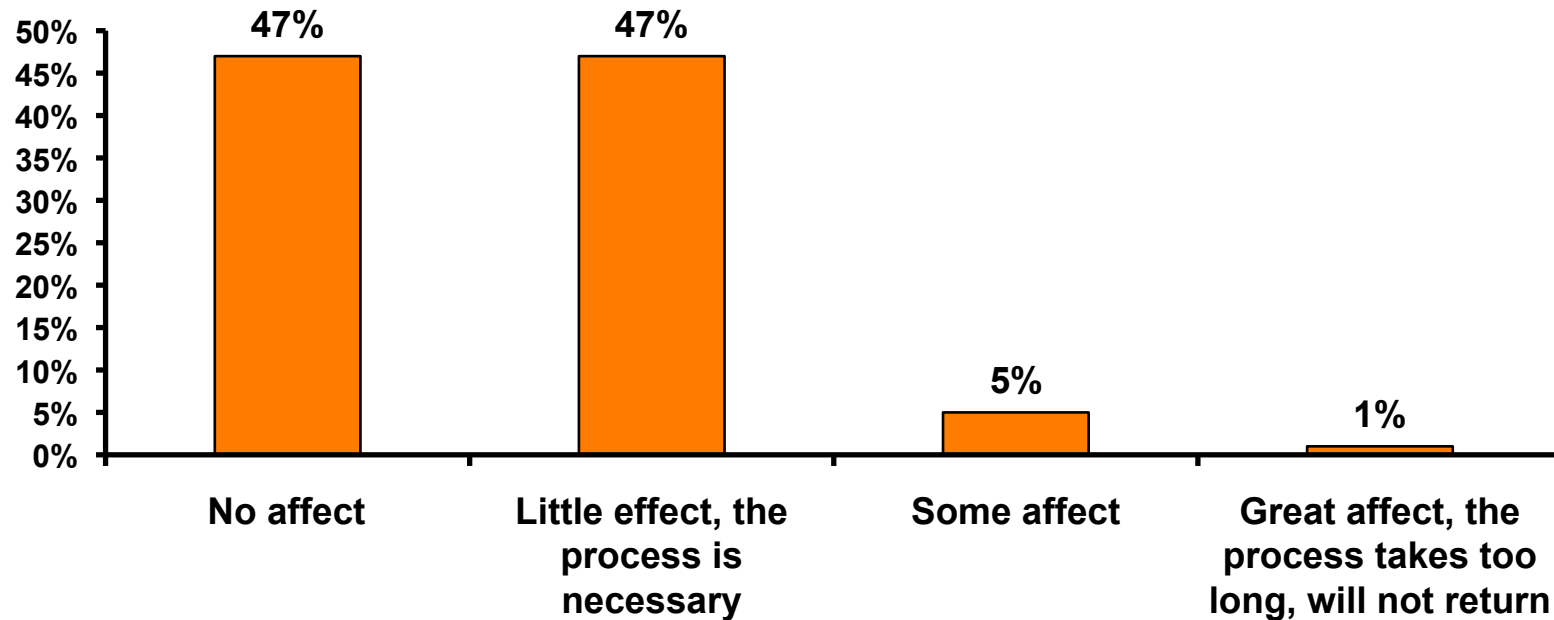
Concerns about travel outside of Hong Kong - Overall



Concerns about travel outside of Hong Kong - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<=HKD120K	HKD120K- HKD240K	HKD240K- HKD500K	HKD500K- HKD1.0M	HKD1.0M- HKD2.0M	HKD2.0M- HKD3.0M	HKD3.0M+	No Income	
Q21	Safety	34%	24%	34%	37%	13%		100%	36%	34%	24%	53%	75%	50%	
	Terrorism	29%	35%	22%	34%	38%			36%	34%	39%	20%			
	Food	19%	41%	15%	19%			50%	27%	14%	18%	27%		50%	
	Expense	12%	6%	19%	5%	13%			18%	10%	15%	27%		50%	
	Discrimination against Chinese	10%		17%	7%										
	Should spend at home	8%	6%	10%	3%	38%			9%	3%	9%	13%	13%		
	Don't know	7%	12%	3%	8%	13%			9%	10%		13%	13%	100%	
	Other	5%	6%	8%	2%	13%				7%	6%	13%			
	No concerns	1%	6%											50%	
	Total	Count	147	17	59	59	8		2	11	29	33	15	8	2

Security Screening/ Immigration Process at Guam International Airport



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

